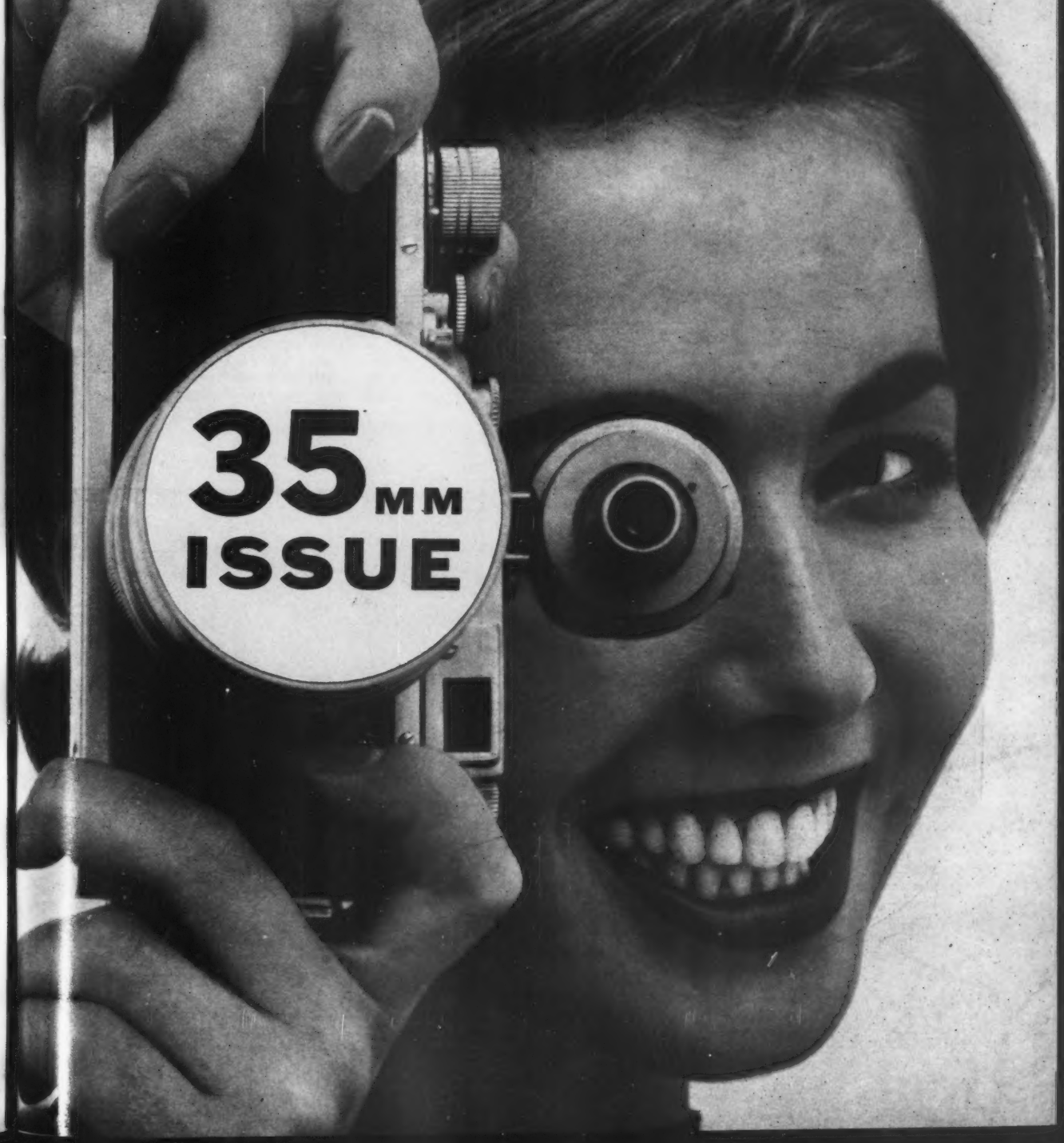
GENERAL INFORMATION

modern PHOTOGRAPHY

PUBLIC LIBRARY
AUG 2 1955

SPECIAL!

SEPTEMBER 1955 PRICE 35 CENTS 40¢ IN CANADA



35 MM ISSUE

Any good camera is a *better* color camera with

NEW HIGH-SPEED

ANSCOCHROME FILM

1 You can use faster, action-stopping shutter speeds with new Anscochrome Film . . . because it's three times faster than old-style color! (Illustration made at 1/500 second f5.6 in brilliant sunlight.)

2 You can take good color pictures in dimmer light . . . because high-speed Anscochrome lets an f3.5 lens get the picture that formerly called for an f2.0 lens opening! (Illustration made by natural light in airlines office at 1/50 second f3.5.)

3 You'll get better color pictures with blue flashbulbs because new Anscochrome has the extra speed and latitude to carry color right into the shadows, and to increase the effectiveness of your flashbulbs. (Illustration made with 5B blue bulb using a guide number of 95.)

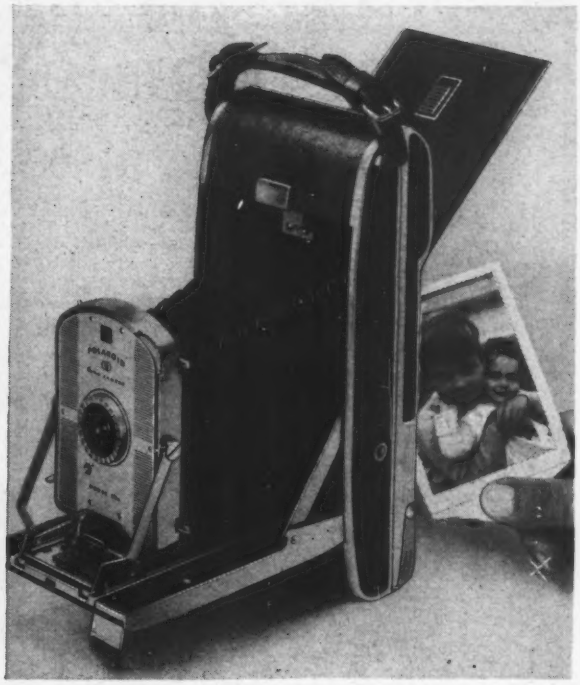
Remember . . . Anscochrome gives you positive film transparencies that let you see the color clearly, brilliantly—just as your camera caught it. You can process Anscochrome and make natural color Printon prints in your own darkroom. Or your dealer can give you prompt and inexpensive service through the Ansco color finisher near you.

In 120, 620 and 828 8-exposure rolls, standard 35mm magazines and in bulk in the money-saving 35mm Easy-Loader.

Ask for High-speed Anscochrome the new color film for all popular cameras

ANSCO, Binghamton, N. Y. A Division of General Aniline & Film Corporation. *"From Research to Reality."*

show you why
now is the time to buy
the 60-second



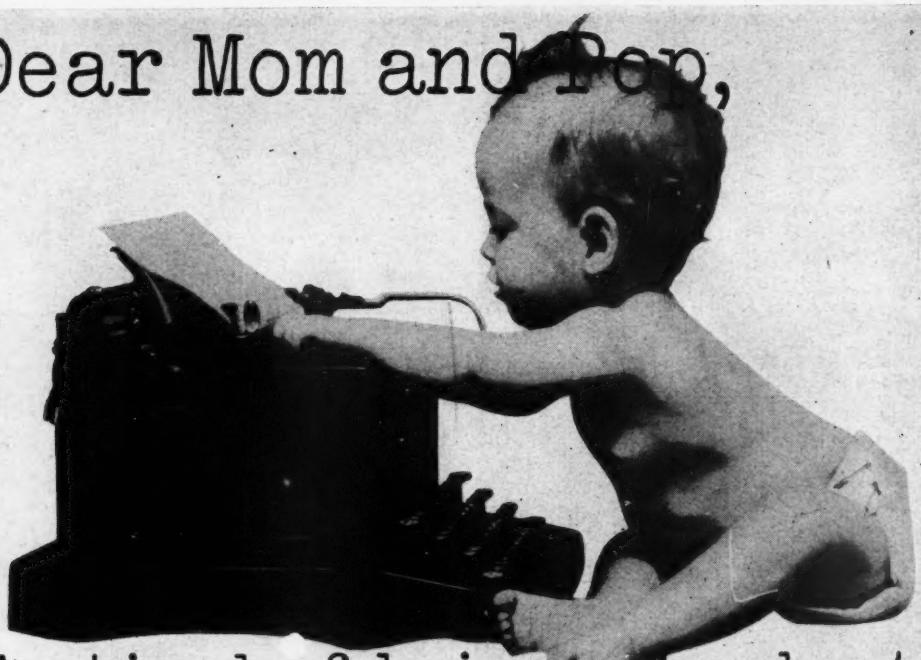
You've heard a lot about the remarkable camera that develops and prints its own pictures. Maybe you've even used it —and known the thrill of holding the print in your hand one minute after you've snapped the shutter. Now, with a new high-speed film just announced, the Polaroid Land Camera not only gives you finished pictures in 60 seconds—but pictures as fine as any you've ever taken! Here are the facts: **1. The new film gives you unusually sharp, clear prints.** Details you might scarcely notice with your naked eye —blades of grass, a fluffy cloud—seem to spring to life on the finished print. Even if one side of your subject is in brilliant sunlight and the other in shadow, you'll get good detail in both light and dark areas. With the new Polaroid PolaPan Land Film, the camera captures perfectly the subtlest variations of tone and texture. **2. Skin tones look softer, more flattering** with this new panchromatic film. It subdues freckles and blemishes. Lipstick never comes out black. You get prints with greater depth, more warmth and richness. There's no finer film for taking really beautiful photographs of babies and women. **3. You can take many indoor shots without flash** with new Polaroid PolaPan. You can shoot in only one-fourth the light you used to need. This new film is so much faster* you can take many pictures indoors with natural daylight . . . shoot excellent pictures on the grayest day, even in the rain . . . get superb portraits with a single 150 watt bulb in an ordinary bridge lamp (see below). **4. Your precious prints will last.** Baby pictures, priceless vacation shots, family portraits are yours for a lifetime; they'll last just like any fine prints. **5. The new film's wider latitude corrects your exposure errors.** You can make quick judgments safely because this film gives you much more leeway in exposure. **6. Copies and enlargements are better than ever,** because of the magnificent detail you get in the original print. **7. You see your results right on the spot.** You set one dial—which automatically selects the right shutter speed and lens combination — and you're ready to shoot. 60 seconds later you've got a finished picture. (You'll economize with the Polaroid Land Camera too, because you don't *have* to shoot up a whole roll just to get at one or two pictures you really want to see.) **8. There are models to fit any budget.** You can now buy a Polaroid Land Camera for as little as $1.19 a week. This new low price means now *you* can enjoy the exciting, creative kind of picture-taking that only this camera, only this new film can give you. The facts make it clear. This is the time for *you* to buy a Polaroid Land Camera.

*EXPOSURE INDEX 400 — ASA EQUIVALENT

These pictures were taken with a Polaroid Land Camera • POLAROID CORPORATION, CAMBRIDGE, MASS.

MODERN PHOTOGRAPHY (combined with Minicam) is published monthly by the Photography Publishing Corp., 33 West 60th Street, New York 23, N. Y. Reentered as Second Class matter at the Post Office at New York, under the Act of March 3, 1879; additional entry at Greenwich, Connecticut. Yearly subscription price is $4.00 in U.S.A. and possessions, $4.50 in Canada, $6.00 in Pan-American Union and Philippines. Elsewhere, $8.00. Single Copies 35c; Canada 40c. Elsewhere, 75c. September, 1955, Vol. 19, No. 9.

Dear Mom and Pop,



I'm tired of being a "washout"

You take some swell color shots of me, but the prints you buy . . . whew!! Distorted color, washed out detail, dense, drab prints that make me turn blue tantrums when I see myself like that!

Gosh, even a baby knows...

LIFE COLOR PRINTS

retain all the brilliant, true-to-life color of your best transparencies, because they use electronically controlled color equipment . . . and they even compensate for your over and under exposures! Get on the ball, folks, try LIFE COLOR next roll... what a difference!!

STEREO FANS!
Now you can have 2-D Color Prints of your 3-D Transparencies, at the same low prices as other LIFE COLOR PRINTS!

All orders are returned by first class mail insured. No C.O.D., please. Minimum order $1.00.

WRITE DEPT. M-9

LIFE Color LABS

204 Washington Avenue • Albany, New York

WALLET SIZE 25¢ each

2½ x 3½	40c	5 x 7	1.25
3½ x 3½	50c	8 x 10	2.50
3¼ x 4	60c	11 x 14	4.95
4 x 5	75c	16 x 20	10.00

Special Cropping on request, add 50%

Duplicate 35mm Tranparencies

Life Color-Duplicates are a close match of your original transparencies. All the brilliant color and detail faithfully reproduced!

25¢ each

ANSCO and EKTACHROME color rolls developed $1.00 each

Included with each order of 6 prints of any one size. "Wallet," 2½x3½, 3½x3½, 3¼x4 and 4x5 sizes only. Extra individual blank albums to hold 6 color prints of the same size, only 50c each.

WE MEET COMPETITION + OUR USUAL SERVICE

Brand New
EXAKTA VX
Disc
With Waist Level Finder

W/CZ 13.5 Tessar N P $145.00
W/CZ 50mm f2.8 Tessar P 184.50
W/CZ 50mm f2 Biotar P 199.50
W/Schneider 50mm f1.9 Xenon A 249.50
W/Westanar 50mm f2.8 A 169.50
W/CZ 55mm f2 Biotar A 249.50
(P) Preset (A) Automatic All Lenses Ctd

SALE! Lenses for Exakta, Praktica, Contax, Exa, Pentacon Praktiflex, etc.

	New	Used
35mm f3.5 Angenieux	$120.00	$74.50
35mm f2.5 Angenieux	99.50	59.50
8mm f4 Zeiss Tessar	75.00	49.95
35mm f4 Biotar	216.50	99.50
90mm f4.5 Angenieux	84.50	53.50
90mm f4.5 Angenieux	149.50	99.95
85mm f2.5 Travenar, preset	109.50	58.95
100mm f4.5 Westar	14.95	
135mm f3.5 Travenar f3.5 Preset List $99.95	52.50	
135mm f3.5 Angenieux	75.00	44.95
150mm f5.5 Schneider Tele-Lenar	64.95	34.95

In ordering, please specify what camera you have. Built for Exakta or Exa Mount.

SAVE 40% BRAND NEW WOLLENSAK FEATHER-WEIGHT BINOCULARS

Here's your chance of a lifetime to get these brand new, Factory Guaranteed, Wollensak Featherweight Binoculars at this tremendous saving.

	List	Sale Priced
7 x 35	$69.50	$41.69
7 x 50	77.50	46.50

Complete with carrying case
Plus 10% Federal Tax

SAVE! NEW! FEDERAL ENLARGERS

All these enlargers are demonstrator models and are sold with lenses.

	Model	Lens	Reg.	Sale Price
35mm	135°	f4.5	$49.95	$34.97
2¼x3¼	240	f7.9	24.95	17.47
2¼x3¼	269	f6.3	39.75	27.96
2¼x3¼	279°	f6.3	46.95	32.95
2¼x3¼	269CL	f6.3	53.00	37.10
2¼x3¼	311°	f4.5	69.25	48.50
4 x 5	450°	f4.5	109.50	76.65
4 x 5	470°	f4.5	129.50	90.95

°Indicates Condenser Model
CL-Indicates Cold Lite Model
All others have diffusion system

EXCLUSIVE! Brand New
GERMAN IMPORTED 35mm FINETTA WITH f2.8 COATED LENS

- Built-in Exposure Prevention
- Built-in Flash Synchronization

Value $59.95 Only $18.95
Deluxe Flash Gun for above $5.95

SALE! PRAKTICA CAMERAS & LENSES.
All cameras COMPLETE with IMPORT & GUARANTEE CERTIFICATES.

"THREE FLASH CONTACTS ON FACE OF CAMERA"

With f2.9 Lens $57.50
With f2.8 Lens 62.50
With C. Z. Tessar f2.8 Preset Lens 79.50
With Meyer Primoplan f1.9 Preset Lens 79.50
Carrying Case for any of above NOW ONLY $ 6.95
Deluxe B-C Type Flash Gun for above SPECIAL 10.95

SAVE OVER 50%
Japonese coated
BINOCULAR SALE!

10 x 50	Individual Focus	$26.75
10 x 50	Central Focus	28.75
7x50	Individual Focus	22.75
7x50	Central Focus	24.75
7x35	Individual Focus	21.75
7x35	Central Focus	24.75
8x30	Individual Focus	18.75
8x30	Central Focus	20.75
6x30	Individual Focus	15.75
6x30	Central Focus	18.25
6x15	Individual Focus	11.50

PLUS 10% Federal Tax
Complete with Leather Case & Straps

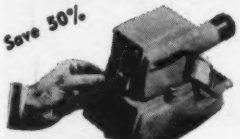
EXCLUSIVE! BRAND NEW MODEL IIIA **SAVE $60.00**
CROWN FLEXARET

- 2¼x2¼ Reflex
- Autom. Film transport
- F:3.5 coated lens
- Latest Prontor SVS Full Synch Shutter
- Direct Sportfinder
- Built-in selftimer

Reg. $109.50
SAVE $60.00
ONLY $49.50

WE MEET COMPETITION + OUR USUAL SERVICE

BRAND NEW SKAN 200 WATT All Metal Slide Projector



Save 50%

- Built in Previewer Window
- Vertical Tilt Control
- Horizontal Corrector Knob
- Cushion Mounting

Reg $44.50 **Special $22.25**
Carrying case for above..... $6.75
Two way slide carrier..... 1.95

SAVE 40% BRAND NEW CURRENT MODEL
SVE SKYLINE Model Deluxe
with Hi-Lite f2.9 Coated Lens

300 Watt Blower Cooled
New Heavy Duty Slide Carrier
Finished in Duotone Dawn & Charcoal Grey
List $59.75 **SPECIAL $35.95**
$12.50 Carrying Case $ 7.50
$14.95 Airquipt Changer 10.50

EXCLUSIVE! IMPORTED Brand New Precision Twin-Lens ALPENFLEX REFLEX CAMERA

- Front-Standard Focusing
- f3.5 Coated lens stopped down to f22
- Compur type Shutter speeds from 1 sec. to 1/250 sec.
- Takes 12 pictures 2¼x2¼
- Built-in high-lighting mirror
- Self Erecting Hood, Sports Finder
- Semi-automatic Film Advance

Value $149.50 Special $47.50
COMPLETE WITH CARRYING CASE

SPECIAL BUY!
LIMITED QUANTITY
135mm ALBINAR f 4.5 TELEPHOTO LENS
— FOR —
Contax S, Contax D, Praktica, Praktiflex, Kine Exakta, Exa

Here is the same 135mm Albinar that is coated and in chrome focusing mount that formerly sold for $59.50

Only $29.50

Also at a reduced price 135mm Travenar f 4.5 coated Chrome Mount PRE SET Diaphragm for the same cameras

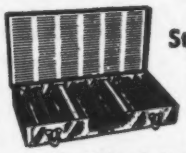
LIST $99.50 Special $49.50

SAVE 50% PORTABLE RADIANT CRYSTAL BEADED SCREENS

Specially designed for Color and Black and White
Sturdy balanced construction
Compact folding for storage

30x40	$7.95
40x40	8.95
37x50	11.95
50x50	13.95

METAL SLIDE BOXES



Style No. 1150

Holds 150—2x2 Glass or 300 Readymounts.
List $3.25 NOW $1.95

NEED FILM? Write for our new LOWER PRICES on KODACHROME!

UNHEARD OF VALUE!

Brand New German Imported
SUPERFLEX

"The Simplest Camera to Operate"

- f 3.5 Coated Lens
- Flash Synchronized Shutter
- Self Erecting Hood
- Takes Color or Black & White

COMPLETE WITH CARRYING CASE
Only $14.95
Battery Flash Gun $2.95

Here's a Great f3.5 Color Camera at a Savings of 45%
"The Easiest Camera to Load"

The New 35mm ILOCA QUICK "A"

This precision-made German imported Camera gives you Color Slides that will match anything taken with cameras costing 5 times as much. Your Black and White will sparkle with detail.

- Super-Corrected f4.5 Biotar f11.5 lens
- 5 Speeds from 1/25th to 1/200th and Bulb
- Built-in Flash Synchronization
- Double Exposure Prevention

List $39.95 Special $22.50
CARRYING CASE $4.95

ONE OF AMERICA'S GREAT CAMERA STORES
HABER & FINK, inc.
BUY WITH CONFIDENCE!

30 DAY TRIAL WITH MONEY BACK GUARANTEE
ALL PRICES F.O.B. OUR STORE

12 WARREN ST
NEW YORK 7
BA 7-5800

FEATURE BARGAIN OF THE MONTH!

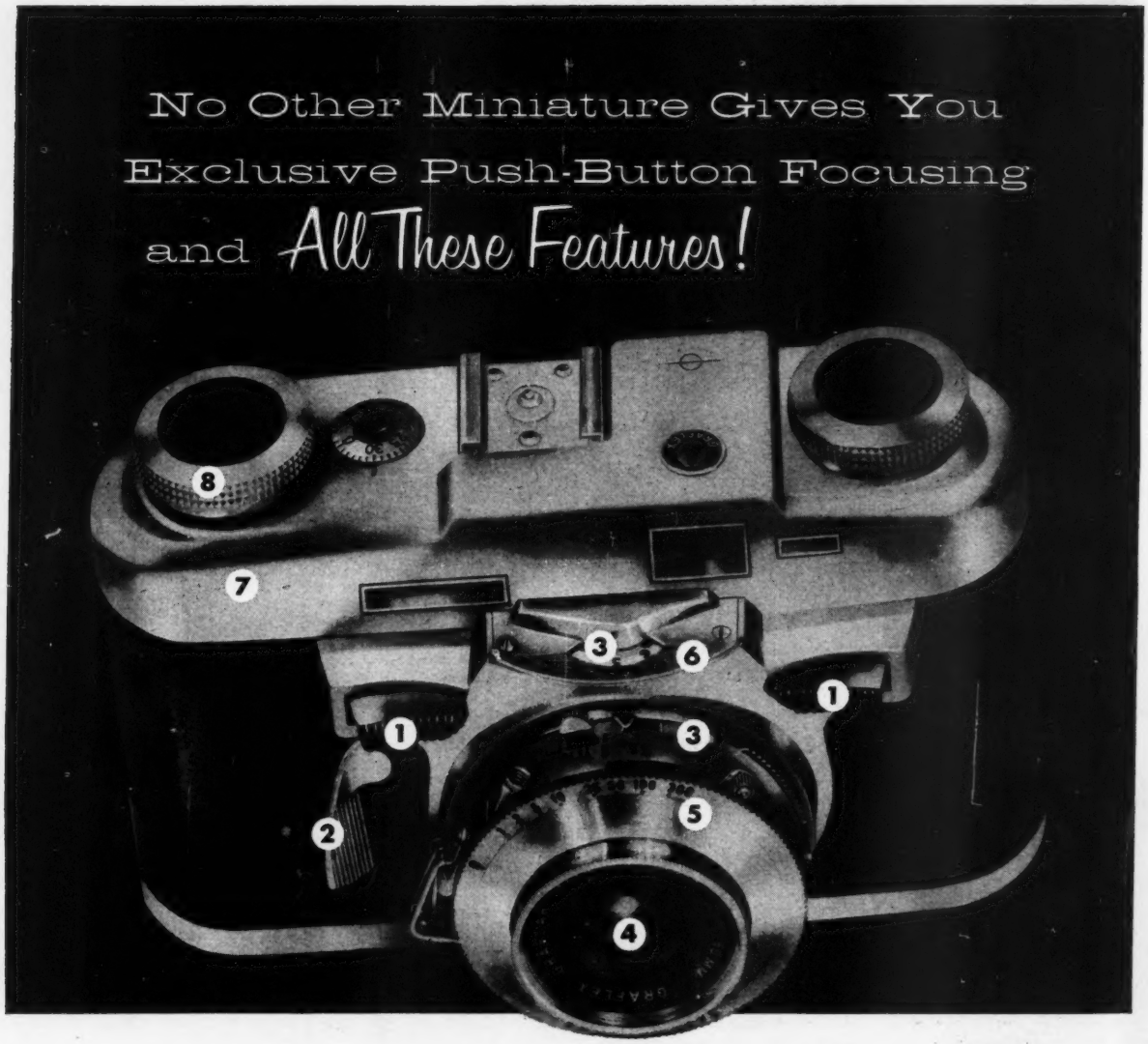
BRAUN NÜRNBERG

SAVE 45%
BRAND NEW
Light weight
PERMAFLASH ELECTRONIC FLASH

- SIMPLE, COMPACT, SAFE — NO MOVING PARTS
- PERMAFLASH REFLECTOR
- 5 Second RECYCLING TIME ELIMINATES HOTSPOTS
- KODACHROME COLOR GUIDE #40-50
- OVER 3000 FLASHES PER SET OF BATTERIES, SPECIAL $7.20 LESS THAN ½¢ PER FLASH

List $69.50
ONLY $39.50

No Other Miniature Gives You Exclusive Push-Button Focusing and *All These Features!*



Own a *Graphic*® 35

ONLY $89.50

COMPLETE WITH LEATHER CASE AND FLASH

The Graphic 35 is the *only* camera with Push-Button Focusing. It's fast and accurate . . . just press the buttons (1) to align the split-image, coupled rangefinder. Handy shutter release lever (2) is right at your fingertips.

Spectramatic Flash Settings (3) help you get accurate color flash exposures quickly, help you select the correct lens setting instantly, without confusing calculation or complicated charts.

Other important features include: full 50mm. Graflar f/3.5 color-corrected and coated lens (4); full flash synchronization at all shutter speeds (5); depth of field scale and Visi-Ready footage scale (6); die-cast all-metal body construction (7); satin-chrome finish and (8) diamond-turned controls. Let your Graflex dealer demonstrate this modern camera.

GRAFLEX® | *Prize-Winning Cameras*

GRAFLEX, INC. ROCHESTER 8, N. Y.

Prices include federal tax where applicable and are subject to change without notice

Graflex Dealers are in the 'Yellow Pages'

Dowling's FIFTH AVENUE

10% DOWN

NO EXTRA CHARGE FOR CREDIT

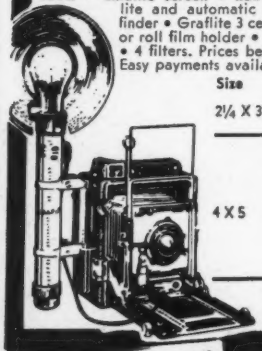
NO INTEREST!

o 30 DAY FREE TRIAL o LIFETIME GUARANTEE

EASY PAYMENTS FOR CIVILIANS AND SERVICEMEN THE WORLD OVER!

1955 Pacemaker GRAPHIC OUTFITS

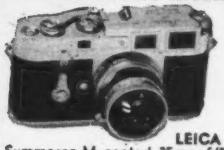
All brand new, latest models, with factory guarantee! Includes: • Graflok back. • Ektalite screen • new Graphic coupled rangefinder with Rangelite and automatic parallax viewfinder • new full image wire finder • Graflite 3 cell flash gun • deluxe case • film pack adapter or roll film holder • 6 cut film holders • adapter ring • sunshade • 4 filters. Prices below include all this extra equipment! Easy payments available!



Size	Coated Lens in Shutter	Speed Graphic	Crown Graphic
2¼ X 3¼	101mm Ektar f/4.5 (1/800 sec)	$338.	$300.
	105mm Tessar f/3.5	355.	306.
	105mm Ektar f/3.7	343.	294.
4 X 5	135mm Schneider Xenar f/4.7	337.	291.
	135mm Optar f/4.7	354.	305.
	127mm Ektar f/4.7	354.	305.
	135mm Tessar f/4.5	370.	326.
	150mm Schneider Xenar f/4.5	381.	334.
	150mm Tessar f/4.5	381.	334.
	152mm Ektar f/4.5	371.	327.
	135mm Schneider Xenar f/3.8	388.	344.
	150mm Tessar f/3.5	448.	400.
	150mm Schneider Xenotar f/2.8	568.	524.

New Graphic rangefinder is manufactured for 4 X 5 cameras only. 2¼ X 3¼ outfits are supplied with Kalart coupled rangefinder.

It's here! The incomparable new 1955 Leica M-3



Leica M-3 w/ Elmar coated f/3.5 lens $348. Cash or $34.80 Down
Leica M-3 w/ Summicron coated f/2.0 lens 447. Cash or 44.70 Down
Leica M-3 w/ Summarit coated f/1.5 lens 468. Cash or 46.80 Down

LEICA M-3 ACCESSORIES

Summaron-M coated 35mm f/3.5 lens	$ 99.00 Cash or	$ 9.90 Down
Elmar-M coated 90mm f/4.0 lens (standard mt.)	93.00 Cash or	9.30 Down
Elmar-M coated 90mm f/4.0 lens (collapsible)	150.00 Cash or	15.00 Down
Hektor-M coated 135mm f/4.5 lens	141.00 Cash or	14.00 Down
Leica Meter-M	30.00 Cash or	3.00 Down
Eveready Case for M-3 with meter attached	15.00 Cash or	1.50 Down

OTHER SUPERB NEW LEICA PRODUCTS

Stemar (Leica Stereo), complete	$297.00 Cash or	$29.70 Down
Valoy II Enlarger	96.00 Cash or	9.60 Down
Leica IIf with Elmar coated f/3.5 lens	$177.00 Cash or	$17.70 Down
Leica IIf with Summaron coated f/3.5 lens	216.00 Cash or	21.60 Down
Leica IIIf with Elmar coated f/3.5 lens	237.00 Cash or	23.70 Down
Leica IIIf with Summaron coated f/3.5 lens	276.00 Cash or	27.60 Down
Leica IIIf with Summicron coated f/2.0 lens	336.00 Cash or	33.60 Down
Leica IIIf with Summarit coated f/1.5 lens	357.00 Cash or	35.70 Down

New 1955 Automatic Exakta VX

With FULLY AUTOMATIC DIAPHRAGM lens listed: Tessar f/2.8 $259.50 Cash or $25.95 Down; Westagon f/2.0 $289.50 Cash or $28.95 Down; Biotar f/2.0 $345 Cash or $34.50 Down; Xenon f/1.9 $351.70 Cash or $35.17 Down. With Pentaprism R/F add $47 Cash or $4.70 Down.

ALL NEW 1955 RETINA IIIc

Built-in exposure meter and with normal Xenon coated f/2.0 lens in M-X shutter — $185. Cash or $18.50 Down. Optional: Curtar 35mm coated f/5.6 W/A lens $42.50 Cash or $4.25 Down; Longar 80mm coated f/4.0 telephoto lens $82.50 Cash or $8.25 Down. Retina IIc $135. Cash or $13.50 Down.

1955 CONTAX IIA and IIIA

New full synchro models! IIA with Sonnar coated f/2.0 lens $345. Cash or $34.50 Down; or with Sonnar coated f/1.5 lens $374. Cash or $37.40 Down. For Contax IIIA with built-in exposure meter add $38. Cash or $3.80 Down.

new 1955 Nikon S-2

Life-size rangefinder/viewfinder; rapid film transport; full synch; speeds to 1/1000th sec. With Nikkor coated f/2.0 lens $299.50 Cash or $29.95 Down; or with Nikkor coated f/1.4 lens $345. Cash or $34.50 Down.

new 1955 ZEISS CONTAFLEX

Ground-glass eye-level focusing is combined with split image rangefinder. Tessar 45mm f/2.8 coated lens with fully automatic diaphragm! Contaflex I $169. Cash or $16.90 Down; Contaflex II (Built-in Meter) $199. Cash or $19.90 Down.

1955 Linhof Super Technika Cameras

4 x 5 model with Multifocus rangefinder and 127mm Xenar coated f/4.7 lens in M-X shutter $394.70 Cash or $39.47 Down. Linhof 2¼ x 3¼ outfit with multifocus rangefinder and 3 lenses complete $564.15 Cash or $56.41 Down.

1955 Omega ENLARGERS

Omega B-8 $109.50 Cash or $10.95 Down; Automega B-7 $134.50 Cash or $13.45 Down; latest Omega D-2 with Omega-lite $164.40 Cash or $16.40 Down; Omega D-2 condenser model $173.50 Cash or $17.35 Down; NEW Automega D-3 $207.50 Cash or $20.75 Down.

1955 POLAROID Land Cameras

Just out! Sensational NEW Polaroid Highlander $69.95 Cash or $6.95 Down. Also: Speedliner $89.75 Cash or $8.97 Down. Deluxe Pathfinder with coupled rangefinder $249.50 Cash or $24.95 Down.

1955 HASSELBLAD

Superlative 2¼x2¼ single lens reflex with crisp Ektar coated f/2.8 lens. Model "1000-F" speeds to 1/1000th sec. $379.50 Cash or $37.95 Down. NEW Hasselblad Superwide Camera, 38mm Zeiss Biogon f/4.5 $489.50 Cash or $48.95 Down.

NEW Models 1955 Rolleis

Rolleiflex Xenar f/3.5 lens $217.50 Cash or $21.75 Down; or with Tessar f/3.5 $232.50 Cash or $23.25 Down. Rolleiflex 2.8C, either Xenotar f/2.8 lens or Zeiss Planar f/2.8 lens $291.50 Cash or $29.15 Down. Just out! Latest Rolleicord V Xenar f/3.5 lens $134.55 Cash or $13.45 Down.

1955 Pentron HI-FI Tape Recorder

Full two-hour playing time; exclusive Monomatic single knob control; compact; and with high fidelity to delight the most discriminating listener! Complete only $129.50 Cash or $12.95 Down.

new BOLEX H-16 Supreme

New model . . . just released! Complete with 3 top Kern lenses: Switar 1" f/1.4 Switar 16mm f/1.8. Switar 50mm f/1.4 —plus compartment case $824.00 Cash or $82.40 Down. Bolex H-16 Leader with Lytar 1" f/1.9 lens $269.50 Cash or $26.95 Down.

ALL EQUIPMENT LISTED IS BRAND NEW—FACTORY PACKED. OUR STOCKS OF BOTH USED AND NEW EQUIPMENT ARE HOWEVER MOST EXTENSIVE. PLEASE WRITE FOR ANYTHING PHOTOGRAPHIC.

Dowling's 175 FIFTH AVENUE, NEW YORK 10, N. Y.
in a N. Y. Landmark, the Flatiron Bldg. at 23rd St.
Mail Order Showroom, Suite 2003. Tel. ORegon 4-7900

Dept. M-955

Please ship the following immediately:_____

Enclosed is $_____. ☐ Down Payment ☐ Complete Payment.
I agree to pay $_____monthly for_____months until merchandise is paid for.
I wish to trade in:_____
☐ Give me tentative allowance by mail.
☐ I am shipping equipment for exact allowance.
Your trade-in may be used as down payment! It will be returned at D.F.A.'s expense if you don't accept our top offer.
☐ Send FREE literature on_____
☐ Send FREE 1955 Catalog. ☐ Send pamphlet on "Deferred Payments."

Name_____
Address_____
City or Town_____State_____

MAIL TODAY

—by Charles Kell with a Sylvania Press 25; at f/11 and 1/250

You're right on the nose
with Sylvania Flashbulbs

That bug-eyed "What's this" expression was caught at just the right instant by a "Blue Dot" flashbulb.

Sylvania Flashbulbs, manufactured with the most exacting precision, fire instantly . . . reach and hold their rated light-peak with split-second accuracy. That's why they are first choice with amateurs and professionals alike . . . *outsell all other brands combined.*

Always look for the "Blue Dot" and the name Sylvania before buying. They're your guarantee of sure-firing performance.

Look for the Blue Dot
. . . it pays off in finer flash pictures

SYLVANIA ELECTRIC PRODUCTS INC., 1740 Broadway, New York 19, N. Y.

LIGHTING • RADIO • ELECTRONICS • TELEVISION • ATOMIC ENERGY

In Canada: Sylvania Electric (Canada) Ltd.
University Tower Bldg., Montreal

SYLVANIA®...fastest growing name in sight!

FOR ONLY A LITTLE MORE...

All the Added Advantages of a

Linhof

Distorted

Corrected

2nd of a Series:

Linhof CAMERA MOVEMENTS

No photographer — professional or amateur — can expect to cope with the many problems that arise in photography unless his camera — his modern camera — is provided with all the essential camera movements.

When a camera is pointed up, even slightly, to include the upper part of a building, the resulting picture will show the building as if it were falling back. This is because the lens 'sees' the building elevation in true perspective with the lines converging. But, it looks unnatural because we expect the sides of a building or other vertical structure to be parallel. A similar illusion is encountered when we point the camera downward, as when photographing books on a table. The picture shows the books as if they were tilted or falling forward. This is perspective distortion.

The solution to this problem is in the use of swings and tilts of the camera back. The camera is pointed up or down to include the subject. The back of the camera is then adjusted until it is vertical, or parallel to the subject being photographed. When observed through the ground glass, it will be seen that as the back is brought into this position, the lines of the image become parallel.

Another problem is one of keeping objects, at different distances from the camera, in focus — getting all the objects sharp. The usual method is to close down the diaphragm to a small aperture for increased depth-of-field or depth-of-sharpness. This, however, is only a compromise. Stopping down sacrifices lens speed — often when most required.

The ideal approach to such a problem is to use a camera with both lens and back movements. The principle is quite simple: Every lens-to-subject distance has its particular lens-to-film distance. By tilting or swinging the back in, one position will be found where both near and far objects are sharp, even at maximum aperture.

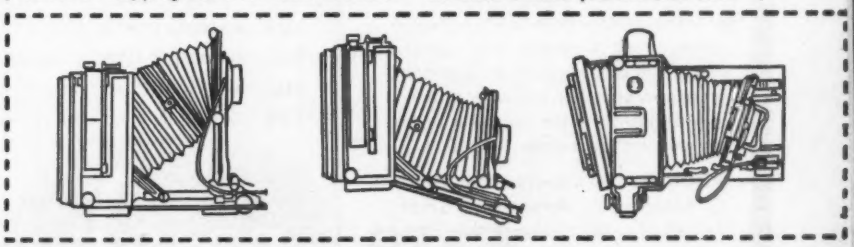
This problem often arises in portraiture. The subject is seated at an angle. The left shoulder is closer to the camera than the right. By swinging the left side of the back (photographer's point of view) so that its distance to the lens is increased, both shoulders will come into sharp focus.

The important advantage in using camera movements for focus control is that in this way each object is in critical focus. And any desired lens aperture may be employed. Tremendous depth-with-sharpness may be achieved by combining this technique with the practice of stopping down the lens. Dramatically overall-sharp pictures have been obtained of scenes with objects ranging from several inches from the camera to infinity.

The advantages of these Linhof camera movements lie not only in perspective and focus correction. They also become the medium for introducing or intensifying distortions — for bizarre effect or emphasis — in the idiom of modern illustrative and advertising photography. Faces and figures can be slenderized or elongated. Forms and shapes can be widened and lengthened at will.

The Linhof Super Technika is also a hand camera without equal. It offers you the advantages of lens interchangeability plus a Multifocus prism rangefinder that couples to as many lenses as desired . . . a revolving universal back . . . triple extension bellows . . . durable, all-metal construction. And it is lighter and smaller than a press camera. With all the features of a Linhof Super Technika, you can see why it is called 'the world's most versatile camera.'

Here, for only a little more than the cost of a press camera, you can gain complete mastery over any photographic problem you may ever encounter. The Linhof Super Technika is truly the finest camera you will ever own.



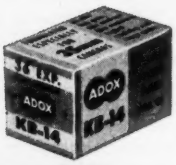
Watch for future articles in this series covering other Super Technika features in detail. Copies of this and earlier articles may be obtained by writing to the address below. Other descriptive literature and price information will be included. Please specify 2¼ x 3¼, 4 x 5 or 5 x 7.

See Your LINHOF Dealer for a Super Technika demonstration.

Linhof **Corporation of America**

Sole Distributor: **KLING** PHOTO CORPORATION • 235 Fourth Avenue, New York 3, N. Y. • 7303 Melrose Avenue, Los Angeles 46, Cal.

now available...the film designed for highest resolution



ADOX *film*

This famous film, designed specifically for small cameras and big enlargements, is now available in the United States. Its unique *ultra-thin* emulsion and unusually fine grain give superb resolution; make ADOX a "must" for superior small camera work. ADOX always means contact print quality, even with considerable enlargement. From now on, when you want film that will do justice to the resolving power of your fine lenses, ask for ADOX.

ADOX film is manufactured by Dr. C. Schleussner Fotowerke, GmbH, Frankfurt a. M., Germany, one of the oldest manufacturers of film and photochemicals. ADOX is now being distributed in the United States exclusively through franchised Leica dealers. ADOX is made in three speeds: KB-14 (ASA 16); KB-17 (ASA 32) and KB-21 (ASA 80).

E. LEITZ, INC., 468 FOURTH AVE. NEW YORK 16, N. Y. 10058

modern PHOTOGRAPHY

SEPTEMBER 1955, VOL. 19, NO. 9

ARTICLES

47 WHY 35MM?

48 RANGEFINDER OR PRISM REFLEX: A COMPARISON OF TWO TOP TYPES OF 35MM CAMERA

56 WHAT DO YOU GET FOR $50 TO $100? RECENT INNOVATIONS IN THAT PRICE RANGE

58 AN UNDER $50 CAMERA? WHAT CAN BE DONE WITH INEXPENSIVE EQUIPMENT

60 35MM CAMERA CHARTS: PICK YOUR NEW 35MM FROM MODERN'S EXCLUSIVE COMPARISON CHARTS

66 18 PICTURE LESSONS FOR 35MM USERS: WAYS TO IMPROVE YOUR 35MM TECHNIQUE ARTISTICALLY AND TECHNICALLY

84 SHOOT GLAMOUR WITH A 35MM: BOB HALMI SHOWS HOW TO GET TOP-NOTCH NATURAL LIGHT GLAMOUR SHOTS

105 A GREAT PHOTO JOURNALIST HAS A SHOW: ALFRED EISENSTADT

110 DEVELOP FILM ANYWHERE! PROCESSING YOUR NEGATIVES UNDER ALMOST ANY CONDITIONS

119 $15,000 GOES TO WINNERS OF NATIONAL PHOTO CONTESTS: EASTMAN KODAK AND GRAFLEX ANNOUNCE WINNERS

122 AFRICA'S LIGHTER SIDE.....*Art Buchwald*

124 ARE NEW FILMS TOO FAST OUTDOORS? NEUTRAL DENSITY FILTERS HELP HIGH SPEED FILMS OUTDOORS

MOVIE SECTION

91 DR. CINEMA SAYS: DON'T PASS UP 8MM MAGAZINE LOAD CAMERAS—THEY HAVE DEFINITE ADVANTAGES FOR AMATEURS

92 MAKE BETTER NIGHT MOVIES: 8 HINTS TO BETTER YOUR COLOR OR BLACK-AND-WHITE NIGHT FILMS..*by Ernst Wildi*

DEPARTMENTS

12 COFFEE BREAK WITH THE EDITORS

28 LAST WORD: LETTERS FROM OUR READERS

31 NEW PHOTO BOOKS

34 NEW PRODUCTS

36 MODERN STEREO: HERE'S HOW TO MAKE FULL SIZE PEOPLE LOOK LIKE TABLETOP FIGURES

94 CAMERA CLUBS: ABOUT CLUB PROGRAMMING

100 I TRIED IT MYSELF: PRIZE PICTURES FROM OUR READERS

102 WHAT'S AHEAD? THE SEMANTICS OF PHOTOGRAPHIC TERMS

118 BOOKS IN USE: MINIATURE PHOTOGRAPHY—GUIDE BOOKS AND GOOD BOOKS

EVERETT GELLERT, *Publisher* AUGUSTUS WOLFMAN, *Editor-in-Chief*
MARTIN E. SIEGEL, *Business Manager*
JACQUELYN JUDGE, *Editor*
JOHN WOLBARST, *Man. Ed.*
HERBERT KEPPLER, *Assoc. Man. Ed.* CORA WRIGHT, *Assoc. Ed.*
DOROTHY JACKSON, *Assoc. Ed.* HILDA FRIEDLAND, *Edtl. Asst.*
ANTHONY PALAGONIA, *Art Asst.* FAY TRAVERS, *Production Dir.*
ERNEST G. SCARFONE, *Art Director*
ROBERT DORIN, *Advtg. Mgr.* MILTON GORBULEW, *Circ. Mgr.*

COPYRIGHT 1955, PHOTOGRAPHY PUBLISHING CORP., 33 WEST 60 ST., NEW YORK 23, N. Y. PHONE: PL 7-3700. CHICAGO OFFICE: 333 N. MICHIGAN BLVD., CHICAGO, ILL. PHONE: ANDOVER 3-7132, 7133. CALIFORNIA OFFICE: 1140 WILSHIRE BLVD., LOS ANGELES 17, CALIF. PHONE: MADISON 9-2681.

YEARLY SUBSCRIPTION, $4.00 IN U.S.A. AND POSSESSIONS, $4.50 IN CANADA, $6.00 IN PAN-AMERICAN UNION AND PHILIPPINES. ELSEWHERE, $8.00. SINGLE COPIES, 35c, CANADA, 40c, ELSEWHERE, 75c.

Member Audit Bureau of Circulations

in design and precision

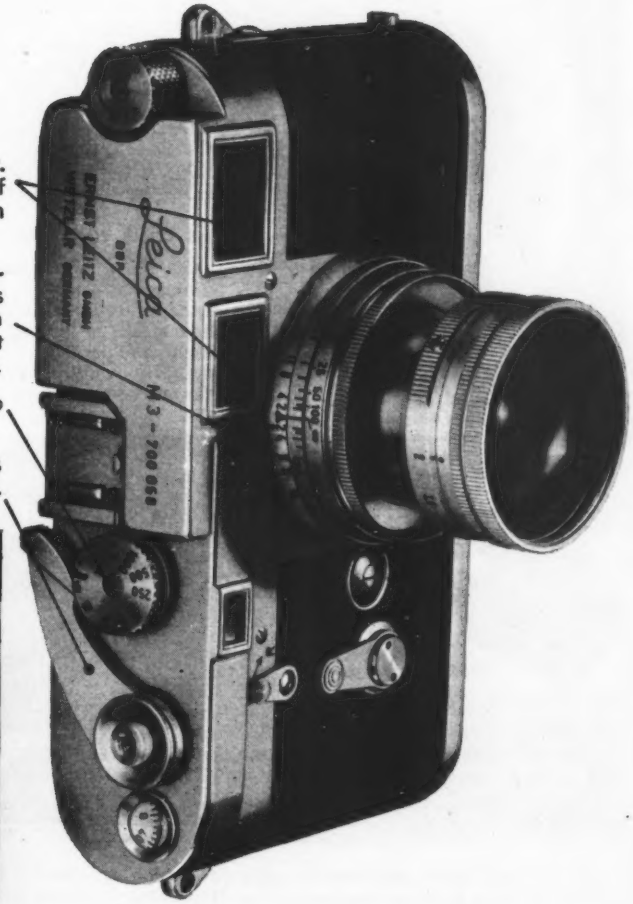
there's nothing like a LEICA

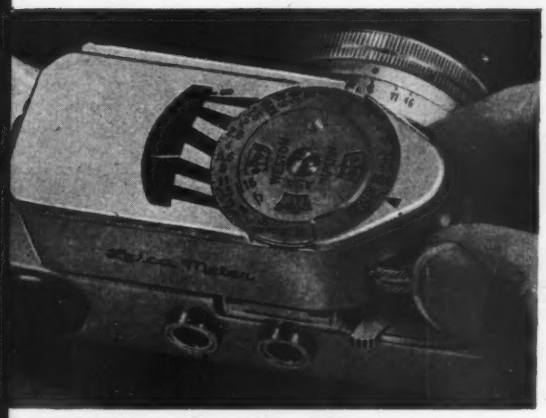
Bright-line frame outlines exact field of view. Frame changes automatically with insertion of different lenses. Automatic parallax correction for all lenses.

Precision bayonet quick-change mount for complete range of interchangeable lenses, combines speed and convenience of bayonet mount with safety and rigidity of thread mount. Thread mount LEICA lenses can be used, with proper adapters.

Shutter speed dial with click stops from 1 to 1/1000th sec. and Bulb.

Lever for rapid film advance and simultaneous cocking of shutter—prevents double exposures.





Life-size viewfinder and rangefinder combined in one large viewing window.

Two flash outlets (back of camera) provide full and automatic synchronization for flash bulbs and electronic flash.

Exposure meter with extreme sensitivity range couples directly to shutter speed dial for quick, automatic settings.

These are just a few of the many outstanding features of the new LEICA M-3.

The 35mm LEICA M-3 is the world's most advanced camera. Made by the manufacturers of famous Leitz microscopes, it represents a unique achievement in camera craftsmanship. Let your LEICA dealer show you the many automatic features that make it the world's most advanced camera.

NEW Leica M-3

lifetime investment in perfect photography

E. LEITZ, INC., 468 FOURTH AVENUE, NEW YORK 16, N. Y.
Distributors of the world-famous products of Ernst Leitz, Wetzlar, Germany
LENSES • CAMERAS • MICROSCOPES • BINOCULARS

Can *you* name this famous photographer?

CLUES: Recently completed a documentary on Haiti. Born on Manhattan's lower east side. Organized camera clubs for New York's P.A.L. Authored one of the most comprehensive books ever written on color photography.

WIN AN ENTECO COMBINATION CASE!

Compact carrier case of top-grained cowhide is compartmented to hold your Lens Hood, Adaptor Ring and up to eight filters.

Ten Enteco Combination Cases will be awarded as prizes to the FIRST TEN readers who write in correctly identifying this profile. Name the photographer—also specify what size Combination Case you require (Series V, VI or VII)!

No other filter manufactured today transmits light as accurately as Enteco. Indispensable to good color photography, essential for countless black-and-white effects, Enteco — the one filter of precise spectral absorption — is unsurpassed.

Processed in Enteco's own optical plant and checked six ways for specified tolerances of parallelism and flatness, Enteco Filters are by far the best you can buy. All types are available in sizes of 21.5 mm and Series IV through IX. Price range is $1.50 to $9.50.

Insist on Enteco for America's finest Filters, Polarizers, Adaptor Rings and Lens Hoods. Better pictures are **yours** — with ENTECO!

SEND FOR ENTECO'S DATA BULLETINS— THEY'RE FREE!

Enteco

ENTECO INDUSTRIES, INC.
610 Kosciusko St., Brooklyn 21, N. Y.

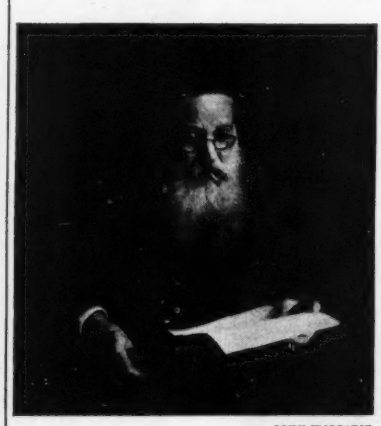
COFFEE BREAK with the editors

THIS MONTH'S COVER • • •

The young lady on our cover exhibiting the happy lot of the 35mm camera user was photographed by Howard Zieff. He used a 4 x 5 Deardorff View camera equipped with an f/7.7 Ektar lens. Light was from four 1000 watt second electronic flash units. He bounced the illumination to get outdoor effect and used Ektachrome, Daylight Type.

NOS BONS VOEUX, M. CLERC • • •

And many happy returns of the day. Coming up Aug. 20, 1955, the 80th birthday of Louis Philippe Clerc, a Frenchman of impressive mien, rare charm, and notable accomplishment in photography and allied scientific fields. For over 30 years he has edited the



JOHN WOLBARST

periodical *Science et Industries Photographiques;* from 1914 to date, Editor-in-Chief of *Revue des Sciences Photographiques.*

Author of more than 20 books on photography, collaborator on others, he is best known for *La Technique Photographique,* first published in 1926 and revised several times since.

Recipient of honors from leading scientific and photographic societies, he also holds the Croix de Guerre from World War I, and the Chevalier de la Legion d'honneur.

Happy birthday!

THE RETORT EXACT • • •

We picked it up from Leonard Lyons in the *New York Post:* "The cameramen covering Princess Margaret's current trip (to the Caribbean) were invited to the reception for her at Government House in Trinidad. The photographers weren't dressed in the formal attire worn by the others. When Princess Margaret entered the room, she noticed this group of men dressed differently. 'Oh,' she greeted them, 'you gentlemen must be the photographers.' . . . 'And you,' replied Arthur Rothstein of *Look,* 'must be the Princess.' "

SNAKE PIT • • •

Our choice as the most cooperative model we've ever met is Herman, a Diamondback rattlesnake residing at the Bronx Zoo. We met Herman through Henry M. Lester, photographic consultant to the Zoo, which has been engaged since April, 1954, in trying to get high-speed motion pictures of a rattler striking.

It seems that out of more than 25 snakes imported from Texas, only Herman could be counted on to produce every time, and at the right moment (running time of the film is only about 1½ seconds, and the 34 flashbulbs fired at every run cost about $10).

Anyway, we watched Herman go through his paces recently. It doesn't take much to get him mad. Dr. James A. Oliver, the Zoo's curator, made a few passes with the target, Herman unwound and struck while the 34 flashbulbs went off, and the Zoo had another record of one of the fastest actions on earth.

We almost forgot to mention that Herman also sets off the flashbulbs himself. Seems Henry Lester uses what is called a sensitive capacitance relay (actually it's a tiny broadcasting transmitter) with a sharply delineated zone. When Herman strikes, his head enters this zone and causes an electrical disturbance which is relayed to an electric switch that closes the flash-

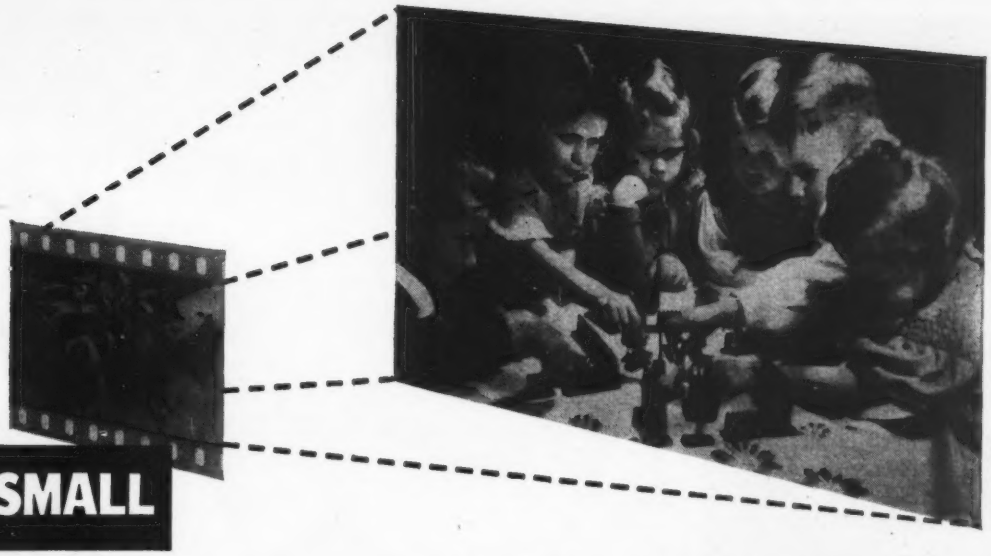
Left to right: James, Sam, Herman and Henry.

bulb circuit. So when we say Herman's cooperative, we mean just that. However, thus far, Herman has steadfastly refused to help Lester reload the camera.

BAKING THRU A LENS • • •

How do you make cookies out of manhole covers? This fascinating scientific problem was solved recently by Con Edison Co. (New York City suppliers of gas and electricity). Con

(*Continued on page 14*)



SO SMALL

IT HAS TO BE PERFECT

CONTAX III-a

To get fine enlargements from a negative that's only 1" x 1½" in size, you need a camera that will give you *perfect exposures* as well as sharp definition.

These 35mm Zeiss Ikon models have proven optical and mechanical features that insure top results. And the ASA-calibrated photoelectric meter in each model is of the most modern design —gives fast, direct readings in even the poorest light.

CONTAX, with interchangeable Zeiss lenses, is the camera of unlimited scope —a masterpiece of mechanical and optical precision. Fast, simple in operation and capable of meeting the most difficult conditions. Speeds to 1/1250 sec.

NEW CONTINA II-a. A modestly priced miniature with a splendid 45mm lens that gives great depth of field (choice of Novicar f/2.8 or Novar f/3.5 lens). Rapid film wind; automatic shutter cocking. Speeds to 1/300.

NEW CONTAFLEX II. A single-lens reflex of revolutionary design that permits ground-glass and rangefinder focusing simultaneously. Fast f/2.8, 45mm Zeiss Tessar lens. Speeds to 1/500.

CONTINA II-a

CONTAFLEX II

At leading dealers
Write for literature

•

CARL ZEISS, INC.,
485 Fifth Ave., New York 17

MADE IN WEST GERMANY

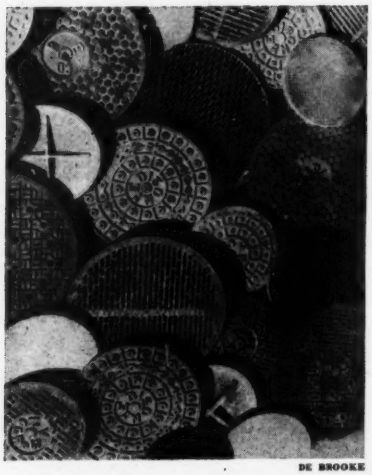
ZEISS IKON

CAMERAS of PRECISION

COFFEE BREAK

(*Continued from page* 12)

Edison runs an extensive series of eye-catching photographic ads telling their public about their multi-faceted operation. A recent one (illustrated below) was too good to be enjoyed only by Manhattan natives, so we pass it on to you.



DE BROOKE

Cookies? Not like mother made . . .

Photographer De Brooke at work

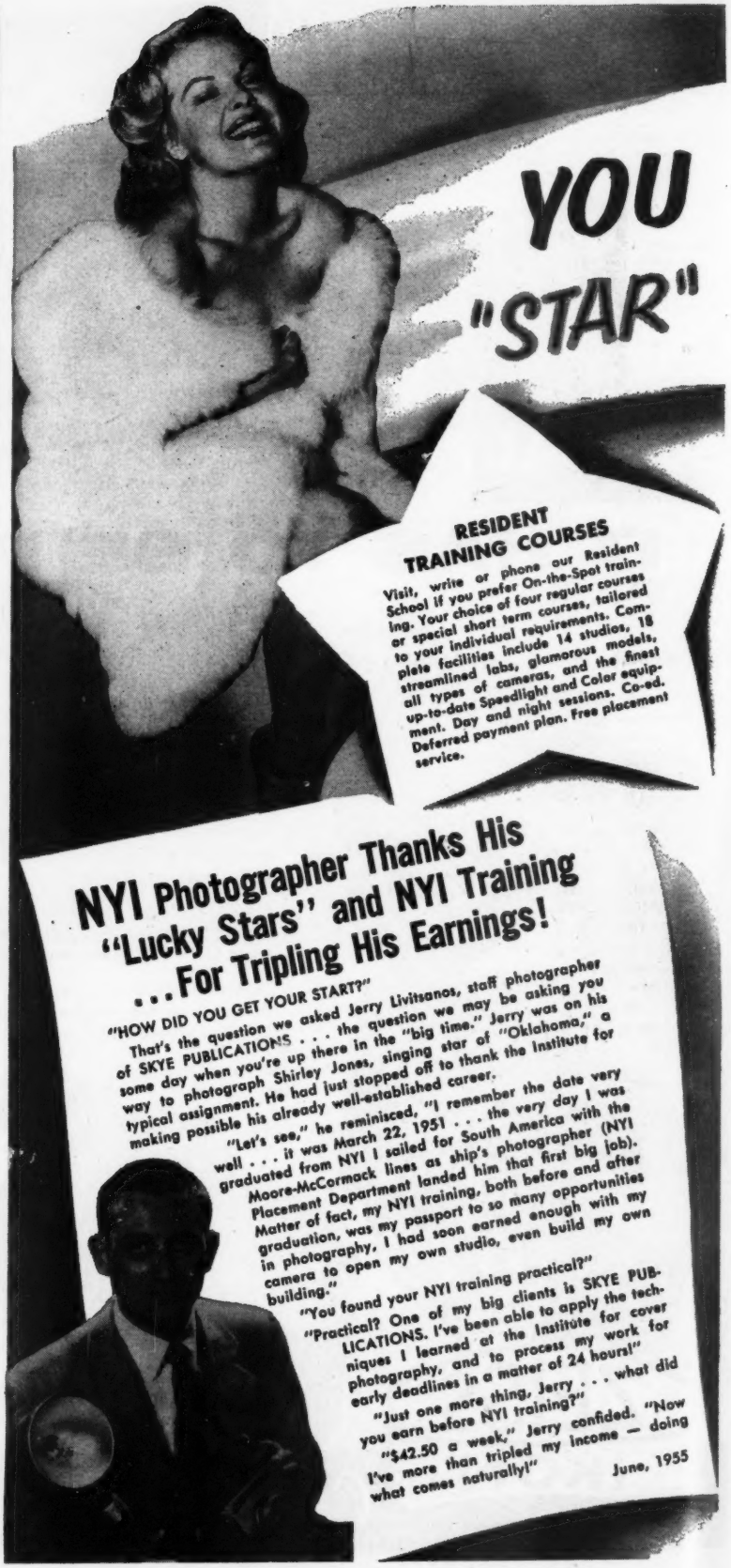
"Cookies?" read the caption. "No . . . manhole covers! Con Edison uses 208,000 of them to service underground cables and mains . . ."

The photographer was Ben De Brooke who used a special truck to hoist camera and self twelve feet above the level of the man-made cookies. He took the picture with a 4x5 Speed Graphic, used cross light for texture. Ever think of collecting unusual manhole covers? It's easy with your camera. The designs make fascinating patterns, and you can be sure your subject won't move.

AMATEUR BANK CLERK • • •

The Horatio Alger story of George Eastman's incredible life has just been documented further by the discovery of the first picture made by Eastman in October, 1877. At that time he was working in the Rochester Savings Bank. He borrowed a camera from his teacher George Monroe, a professional, and took this study of the left bank of the Genesee River in down-

(*Continued on page 22*)



can be a PHOTOGRAPHER

WITH NYI Professional Training

Says

NYI Graduate G. K.-(Jerry) Livitsanos, staff photographer, *Hollywood Stars, Screen Life, Screen Annual, TV Fan, TV,* and *TV Annual*

Yesterday's amateur — today's professional! This is only one out of many success stories that began with a camera and the backing and training of a great school, that paved the way to "tops" in magazine cover work. We can't promise you Rita Hayworth or Marilyn Monroe — but we *can* promise you the finest *Down-to-Earth* training, and you take it from there.

HOW SOON WILL YOU BE THANKING YOUR LUCKY STARS FOR NYI HOME STUDY TRAINING?

Whether you want to photograph stars of stage and screen — become a news, commercial, advertising, fashion, or portrait photographer — own your own studio or free-lance on thrilling assignments, at home or abroad — the quickest, easiest, and most sensible way to realize your ambition is through NYI's PROFESSIONAL TRAINING. To make your present abilities pay off, let ur develop and TRAIN your talent the practical NYI way. Thousands of our successful students have *conclusively proved* you can do it AT HOME — without losing a moment from your present job — through NYI's world-famous training method. What's more, you can make your training pay right from the start! We show you how. Hundreds of our students earn enough in their spare time to help pay for tuition or buy new equipment. SO CAN YOU!

FREE 46th ANNIVERSARY PHOTOGRAPHY BOOK

with dozens of exciting photos by NYI graduates! Find out the 90 WAYS TO MAKE MONEY in PHOTOGRAPHY with NYI PROFESSIONAL TRAINING!

You owe it to yourself to see a copy of NYI's big, illustrated FREE book. It gives you many exciting up-to-the-minute details about today's unprecedented opportunities—why there is a secure and profitable place in this booming field for YOU. It explains how you can quickly qualify for (1) well-paid jobs, (2) a business of your own, (3) substantial spare-time earnings. Do yourself a favor: SEND FOR THIS BOOK TODAY — right now!

46th YEAR

VETERANS!
Both Resident and Home Study Courses APPROVED FOR VETERAN TRAINING

NEW YORK INSTITUTE OF PHOTOGRAPHY,
Dept. 117, 10 West 33 Street, New York 1, N. Y.
Approved Member, National Home Study Council
One of America's OLDEST and LARGEST PHOTOGRAPHY Schools
Leadership since 1910

SEND FOR FREE BOOK NOW!

NEW YORK INSTITUTE OF PHOTOGRAPHY
Dept. 117, 10 West 33 Street, New York 1, N. Y.

Please send me complete information regarding

☐ Correspondence Course ☐ Resident Training

Name .....

Address .....

City ..... Zone.... State.....

☐ Check if eligible under the G.I. Bill

MINIFILM

the world's largest clearing house for USED CAMERAS! AND HERE'S WHY...

10% DOWN

WE PAID!!

D. Mc OF KINGSTON, PA.
... FOR ROLLEICORD III 100.00

R. P. OF FT. LEE, VA.
... FOR POLAROID CAMERA 46.00

REV. H. G. W. OF BON AIR, VA.
... FOR AURICON CINE VOICE 425.00

YOU TOO CAN GET TOP DOLLAR—WRITE TODAY!

Because of our huge volume and fast turnover we can pay you TOP DOLLAR . . . just look at these generous allowances.

Lenses for LEICA CANON, CONTAX, NIKON

	New	Used	Trade-in
28mm f3.5 Serenarg W.A.	$131.00	$ 79.50	$ 55.00
28mm f3.5 Nikkorg W.A.	149.50	97.50	70.00
35mm f2.8 Biogon W.A.g	183.00	126.95	100.00
35mm f3.5 Nikkorg W.A.	97.50	57.00	40.00
35mm f3.2 Serenarg W.A.	91.00	69.50	45.00
35mm f3.5 Summarong W.A.	96.00	57.25	40.00
50mm f3.5 Elmarg	57.00	34.00	25.00
50mm f1.4 Nikkorg	159.50	118.00	80.00
50mm f1.5 Sonnarg	175.00	93.00	70.00
50mm f2 Summitar	83.00	62.95	40.00
50mm f2 Summicrong	156.00	98.00	75.00
50mm f1.5 Summaritg	177.00	109.95	80.00
85mm f1.5 Lithogong	199.50	....	95.00
85mm f2 Nikkorg	179.50	89.00	70.00
85mm f1.5 Serenarg	233.00	137.50	110.00
85mm f2 Sonnarg Tele	229.00	99.50	75.00
85mm f1.5 Summarexg	350.00	179.00	140.00
90mm f4 Elmarg	90.00	58.00	40.00
100mm f4 Serenarg	77.00	47.00	35.00
105mm f2.5 Nikkorg	152.50	104.00	75.00
125mm f2.5 Hektorg	1 7.00	96.50	70.00
135mm f4.5 Leitz Hektor Blk	....	63.95	40.00
135mm f3.5 Nikkorg	145.00	85.00	62.00
135mm f4 Sonnarg	1'6.00	88.00	65.00
135mm f4 Serenarg	108.00	69.00	50.00
200mm f4.5 Telytg	156.00	101.00	75.00
300mm f5.6 Kilarg	149.95	97.50	70.00
400mm f5.6 Novoflexg	189.50	....	85.00

Lenses for EXAKTA, CONTAX D, PRAKTICA, PENTACON

	New	Used	Trade-in
28mm f3.5 Angenieuxg	$120.00	$ 73.95	$ 60.00
35mm f2.5 Angenieuxg	99.50	56.95	45.00
40mm f3.5 Cassarong	49.50	31.00	20.00
40mm f3.5 Makro Kilar Model Dg	114.95	78.50	60.00
50mm f2.8 Westanar Auto Diag	69.50	44.50	30.00
50mm f1.9 Xenon Autog	169.50	119.00	85.00
58mm f2 Biotarg	....	49.00	30.00
50mm f2 Biotar presetg	125.00	63.95	45.00
75mm f1.5 Biotarg	216.50	93.95	70.00
85mm f1.5 Lithogong	179.50	....	85.00
90mm f2.5 Angenieuxg	94.50	58.50	40.00
90mm f1.8 Angenieuxg	149.50	95.95	75.00
90mm f4 Sung	51.95	24.50	18.00
90mm f4 Sun presetg	64.95	33.50	25.00
135mm f3.5 Angenieuxg	89.50	54.50	30.00
135mm f4.5 Steinheilg	60.00	37.00	22.00
135mm f3.8 Sung	59.50	29.50	20.00
135mm f3.5 Sun presetg	74.95	36.50	25.00
135mm f3.5 Tele Colnar presetg	84.95	44.00	30.00
135mm f4.5 Tele Xenarg	84.95	49.50	35.00
150mm f5.5 Tele Xenarg	64.95	39.50	30.00
240mm f5.5 Tele Xenarg	115.75	78.00	55.00
360mm f5.5 Schneider Tele Xenarg	169.95	98.00	75.00
400mm f5.5 Tele Megor	131.50	97.50	75.00
400mm f5.6 Novoflexg	189.50	....	85.00
400mm f5.5 Tele Megor presetg	199.50	137.50	100.00

ACCES. FOR IMPORTED CAMERAS

	New	Used	Trade-in
Leitz Adapter for Leica M3	$ 10.50		
Leitz Focaslide	36.00	$ 23.00	$ 15.00
Leitz Imarect Finder	39.00	24.00	16.00

	New	Used	Trade-in
Leitz B. C. Flashgun	24.00	16.95	12.00
Leitz Mirror Reflex Housing	102.00	69.00	50.00
Zeiss Revolv. Univ. Finder	80.00	42.75	30.00
Zeiss Contameter Close-Up	81.00	43.00	30.00
Novoflex Bellows for Leica, Contax	34.50	....	15.00
Novoflex for Exakta, Pentacon, etc.	34.50	....	15.00
Novoflex Reflex Housing for Leica-Contax	110.00	....	55.00
Novoflex tripod and Stereo Rackover	18.50	....	12.00
Novoflex Universal Panoramic attach.	11.50	....	....

LEICA CONTAX NIKON CANON

	New	Used	Trade-in
Canon IV S 2 f1.8 Serenarg*	$284.00	$144.00	$120.00
Contax I f2.8 Tessar	....	46.00	25.00
Contax I f2 Sonnar	....	59.00	35.00
Contax II f2 Sonnar	....	83.95	65.00
Contax III f2 Sonnar	....	99.50	75.00
Contax IIA f2 Sonnarg*	345.00	158.00	125.00
Contax IIA f1.5 Sonnarg*	374.00	179.50	145.00
Contax IIIA f2 Sonnarg*	383.00	179.50	150.00
Contax IIIA f1.5 Sonnarg*	412.00	196.00	170.00
Leica IIIA f2 Summar	....	84.50	65.00
Leica IIIC f3.5 Elmarg	....	92.50	70.00
Leica IIIC f2 Summitarg	....	121.00	100.00
Leica IIIF f3.5 Elmarg*	237.00	137.00	110.00
Leica IIIF f2 Summitarg*	268.50	147.50	125.00
Leica IIIF f2 Summicrong*	336.00	183.00	155.00
Leica IIIF f1.5 Summaritg*	357.00	196.00	175.00
Leica M3 f2 Summicrong*	447.00	....	220.00
Leica M3 f1.5 Summaritg*	468.00	....	230.00

8MM KODACHROME

25 ft. Roll — 1956 Daylight or Type A

4 Rolls $9.45 • 7 Rolls $14.99

	New	Used	Trade-in
Nikon S2 f2 Nikkorg	299.50	....	150.00
Nikon S2 f1.4 Nikkorg*	345.00	....	170.00
Nikon f2 Nikkorg*	269.00	154.00	105.00
Nikon f1.4 Nikkorg*	299.95	167.50	125.00

35MM SINGLE LENS REFLEX

	New	Used	Trade-in
Alpa 7 f1.8 Switarg*	$459.00	....	$200.00
Contaflex f2.8 Tessar Auto R.F.	169.00	$ 86.50	70.00
Exa f2.8 Westar MXg	85.00	45.95	35.00
Kine Exakta f3.5 Tessarg*	....	72.50	50.00
Exakta VX f2 Auto Biotar R.F.g	392.00	224.00	180.00
Exakta V f2 Biotar MX	....	119.00	100.00
Exakta VX f2.8 Auto Westanar	239.50	149.50	125.00
Exakta VX f1.9 Auto Xenon	341.70	197.00	155.00
Exakta VX f2 Auto Westagon	279.50	169.00	140.00
Contaflex II f2.8 Tessar Auto RFg meter	199.00	129.00	95.00
Contax D f2 Biotar P.S.g*	199.00	119.00	80.00
Pentacon f2 Biotar pre-set*	249.50	129.00	100.00
Praktica FX f2.8 Westar MXg	99.50	42.50	30.00
Praktica FX f2 Biotar P.S. MX	169.50	84.00	65.00
Praktiflex f2 Biotarg	89.00	69.00	45.00

35MM CAMERAS

	New	Used	Trade-in
Argus C-3 RF case and flash	$ 66.50	$ 32.00	$ 28.00
Argus C4 f2.8 RF MX	84.50	46.00	35.00

	New	Used	Trade-in
B&H Foton f2 RF MX	498.00	265.00	200.00
Bolsey Jubilee f2.8 Setomatic RF Case and flash	79.50	....	40.00
Bolsey B22 f3.2 RFg*	69.50	35.50	27.00
Bolsey C f3.2 Reflex RFg*	89.50	38.95	30.00
Kodak Bantam R.F. f3.9g	56.75	39.50	30.00
Clarus f2.8 RFg*	....	37.50	20.00
Contessa f2.8 RF meter MXg*	....	84.95	60.00
Kodak 35 f3.5 RF	....	29.95	20.00
Kodak Retina IIC f2.8 RFg	135.00	105.00	65.00
Kodak Retina IIIC f2. RFg	185.00	117.00	85.00
Kodak Pony 828 f4.5 C*	29.50	17.00	12.00
Kodak Pony 135 f4.5 C*	29.75	18.00	12.00
Konica II f2.8 RF, MXg*	89.75	57.50	35.00
Graphic 35 f3.5 RF Case & Flash	89.50	....	45.00
Retina II f2 Xenon RF	....	57.00	35.00
Kodak Retina IIA RF MXg	....	71.50	60.00
Kodak Signet f3.5 Ektar RFC*	75.00	44.00	35.00
Minox IIIS chain & case*	139.50	78.95	60.00
Minox II f3.5g	....	49.50	30.00
Mercury II f2.7g*	41.50	18.95	12.00
Robot Royal f1.9 Xeon R.F.	295.00	168.50	135.00
Robot II f2 Biotar Rap Seq	....	54.00	30.00
Robot IIA f1.9 Xenon Rap Seq.g*	89.50	57.00	40.00
Robot Star f1.9 Xenon Rap Seq.g*	127.50	79.50	55.00
Voigt Prominent f2 RF MXg	220.00	131.50	100.00
Voigt Prominent f1.5 RF MXg	270.00	136.95	105.00
Voigt Vitessa f2 RF MXg	127.50	82.50	55.00
Voigt Vito II f3.5g*	54.50	24.95	20.00
Voigt Vito III f2 RF MX*	119.50	69.50	45.00
Voigt Vitessa L f2 R.F. MX	159.50	107.50	75.00
Voigt Vito B f3.5g	54.50	31.00	25.00

35MM STEREO CAMERAS

	New	Used	Trade-in
Kodak f3.5g	$ 84.50	$ 50.95	$ 35.00
Revere f3.5 RFg*	174.50	76.00	60.00
Realist 45 f3.5g	88.50	....	40.00
Stereo Realist f3.5 RFg*	159.00	66.50	55.00
Stereo Realist f2.8 RFg*	192.50	119.00	95.00

2¼x2¼ REFLEX CAMERAS

	New	Used	Trade-in
Ciroflex D f3.5g	$ 75.00	$ 39.50	$ 25.00
Ciroflex E f3.5/400g*	99.50	58.00	35.00
Ciroflex F f3.2 MXg	....	67.50	45.00
Graflex 22 f3.5 C*	93.00	47.00	35.00
Hasselblad Super Wide Angle f4.5	489.50	369.50	270.00
Hasselblad f2.8 Ektar/1000C*	379.50	208.00	175.00
Ikoflex IIA Auto f3.5 Tessar MXg*	126.00	74.95	60.00
Kodak Reflex I f3.5g*	....	36.95	25.00
Kodak Reflex II f3.5g*	....	57.50	40.00
Ricohflex VI f3.5g*	44.95	22.00	15.00
Rolleicord V f3.5 Xenar MXg	134.55	99.50	70.00
Rolleicord III f3.5 Xenarg*	....	59.95	45.00
Rolleicord IV f3.5 Xenar MXg	....	69.95	55.00
Auto Rollei f3.5 Tessar	....	88.95	65.00
Auto Rollei IIB f3.5 Xenarg*	....	98.50	75.00
Auto Rollei IIB f3.5 Tessarg*	....	107.50	85.00
Auto Rollei IIB f2.8 Tessarg*	....	149.50	100.00
Auto Rollei III f3.5 Xenar MXg*	217.50	116.95	100.00
Auto Rollei III f3.5 Tessar MXg	232.50	138.95	110.00
Auto Rollei 2.8 C f2.8 Xenctar MXg	291.50	183.50	155.00
Tele Koniflex II f3.5 Normal plus 135mm f4.5 Telephoto	289.50	....	150.00

ROLL FILM CAMERAS

	New	Used	Trade-in
Kodak Chevron f3.5 RF 800 MX	$190.50	$129.50	$100.00
Kodak Medalist I f3.5 Ektar	....	56.00	40.00
Kodak Medalist II f3.5 Ektarg*	....	111.50	75.00

EKTACHROME 35mm—20 Exp.

Factory Packed

1 Roll $2.85 • 3 for $7.50

Price Includes Develop. & Mountg.

35mm Ektachrome Bulk Film 1956 Date
28 Ft., Price Incl. Dev. & Mtg. $16.50
No Dev. 28 Ft. $11.50—100 Ft. $38.00

28 ft. 35mm ANSCOCHROME
Incl. Film Loader, 8 Carts. & Mail Bags —Developing & Mounting for 8 rolls **$14.95**

ANSCOCHROME

35mm — 20 Exp. FACTORY PACKED

1 Roll $2.75 — 3 Rolls $7.25

Price Includes Dev. & Mtg.

120-620 ANSCOCHROME

1 Roll $1.95	3 Rolls	$5.50
Size 828—3 Rolls		$4.75

35mm EKTACHROME ANSCOCHROME RELOADS

These Reload Cartridges are Laboratory packed and Quality Controlled by MINI-FILM in its own Air Conditioned Darkrooms. Twenty and 36 Exposure Cartridges are manufactured daily from 100 ft. rolls received fresh from Eastman Kodak and Ansco. Careful supervision and tremendous sales turn-over insures your getting reloads which are equal in quality and freshness to cartridges packed at the factory. THE ONLY THING DIFFERENT IS THE PRICE. Take a tip from film-wise professionals . . . **USE MINIFILM 1956 DATED RELOADS.** Daylight or Indoor. Include 20¢ postage on all film orders.

ANSCO CHROME

20 Exp.	Prices Incl. Developing & Mounting	36 Exp.
1 Roll 2.50		1 Roll 3.75
5 for 6.50		2 for 6.95
5 for 10.50		3 for 9.99

EKTACHROME

20 Exp.	Prices Incl. Developing & Mounting	36 Exp.
1 Roll 2.50		1 Roll 3.85
3 for 6.95		2 for 7.35
5 for 10.95		3 for 10.50

LOAD YOUR OWN 35mm ANSCO CHROME
SO QUICK — SO EASY — SO ECONOMICAL
A CHILD CAN LOAD A ROLL IN 90 SECONDS
A 20-EXP. ROLL COSTS ONLY **$1.11**

1 A Daylight Bulk Film Loader
2 28 ft. of Ansco Chrome—enough for 8 rolls tongued-frame numbered—1956 date
3 8 Brand new cassettes 4 8 Mailing bags

ALL FOR ONLY 8.88

Ansco Color #535 35mm—20 Exp. 1956 Dated—Frame Numbered

Prices Incl. Devel. & Custom Mounting
1 Roll 1.85, 3 Rolls 4.85, 6 Rolls 9.50, 10 Rolls 14.95

28 FT BULK ANSCO COLOR TONGUED — FRAME NUMBERED SEALED CANS — 1956 DATED

Prices Incl. Devel. & Print As Ready
1 Can 11.95 5 Cans 33.00

8 Free Cartridges Per Each Can
Enclose Postage — 10¢ per can

KODACHROME

35mm 20 Exp. Factory Packed Daylight or Type A

3 Rolls 5.55—6 Rolls 10.50

KODAK'S MIRACLE TRI-X

35mm

20 Exp. 6 Rolls $1.99—10 for $3
36 Exp. 4 Rolls $1.99—7 for $3.15
50 feet $2.45 100 feet $3.95

10% MONTHLY 30 DAY FREE TRIAL 2 YEAR SERVICE GUARANTEE

MINIFILM'S EXCLUSIVE "PUBLISHED TRADE-IN ALLOWANCES" are the HIGHEST OFFERED ANYWHERE!

To get the right deal, HERE'S ALL YOU HAVE TO DO

1. Select the equipment of your choice at the prices shown in column one for new equipment or column two for used equipment.
2. If you have equipment to trade, check if it is represented in listing and deduct the allowance shown for it in column three.
3. Rush your order (and trade-in equipment if you have such) plus your remittance to cover—or instructions to ship C.O.D. for the balance or deferred payment terms as per your instructions.

MINIFILM will immediately forward the equipment you desire. Of course your order will be fully insured. OUR FAMOUS 30 DAY MONEY BACK GUARANTEE AND 2 YEAR SERVICE GUARANTEE ASSURES YOU OF COMPLETE SATISFACTION.

	New	Used	Trade-In
Omega 120 f3.5 Omicron R.F. MX..	239.50	....	130.00
Polaroid Highlander	69.95	42.50	30.00
Polaroid Land*	89.75	39.00	30.00
Polaroid Pathfinder f4.5 RF	249.50	148.95	120.00
Super Ikonta B f2.8 Tessar RFg*	139.00	87.50	65.00
Super Ikonta BX f2.8 Tessar RFg*	163.00	102.00	75.00
Super Ikonta C f3.5 Tessar RFg*	114.00	59.00	40.00
Super Ikonta III f3.5 Tessar R.F. MX	120.00	77.50	50.00
Voigt Bessa II f3.5 RF MXg	124.50	68.95	50.00

PRESS CAMERAS

	New	Used	Trade-In
23 Ann. Graphic RF f4.5 lens	....	$ 83.95	$ 55.00
45 Ann. Graphic RF f4.7 lens	....	96.00	75.00
2x3 Linhof Super Tech RF 3-lenses comp	569.90	338.00	280.00
2¼x3¼ Bertram f3.5 Xenar Multi-focus R.F.	495.00	339.50	240.00
4x5 Linhof Super Tech RF f4.5 MX	389.75	207.00	165.00
2¼x3¼ Pacemaker Speed f4.5 KRFg*	313.95	147.50	120.00
3¼x4¼ Pacemaker Crown f4.7 KRFg*	267.45	139.00	100.00
4x5 Pacemaker Speed f4.7 KRFg*	315.45	172.50	130.00
4x5 1955 Pace Crown f4.7 Multi-focus R.F.	287.50	....	150.00
4x5 B&J Press f4.7 Kalart R.F.	197.50	89.50	60.00

SLIDE PROJECTORS

*Blower cooled	New	Used	Trade-In
Argus Automatic 300W* Case	$ 66.50	$ 43.50	$ 30.00
Argus PB 300, case*	48.50	26.00	20.00
Gold E Manumatic 300 W.*	58.50	26.00	20.00
Gold E Coronet 300 W, case*	44.75	22.00	15.00
Kodaslide Merit 150 W	26.10	16.50	10.00
Kodaslide Signet 300W*	59.50	....	30.00
Kodaslide Signet 500W*	72.50	49.00	35.00
Kodaslide Table Viewer 4x	....	27.00	20.00
LaBelle 22 Automatic 300 W	69.00	46.50	35.00
LaBelle 55 Automatic 500 W*	95.00	54.00	40.00
La Belle Director 300W Auto*	59.50	....	30.00
Nord Stereo 300 W*	99.50	69.00	50.00
Revere 555 500W Auto Case	79.50	....	40.00
Revere 888 500 W Auto Remote Case.	119.50	....	60.00
Revere 444 300 W*	69.50	31.00	22.00
SVE Instructor 300 W slide & strip*	89.50	57.50	40.00
TDC Headliner 300W Semimatic*	49.99	28.50	20.00
TDC Mainliner 300W Semimatic*	59.50	30.95	25.00
TDC Model D 300W Semimatic*	67.50	35.50	28.00
TDC Duo 300W 2¼*	67.50	35.00	28.00
TDC Duo 500W 2¼*	84.50	52.50	40.00
TDC Project-or-View 200W*	77.50	48.00	35.00
TDC Stereo Projector 500W*	169.50	98.50	75.00
TDC Stereo Projector View 300W*	144.50	96.50	70.00
Viewlex V33L 300W Auto*	67.00	39.95	30.00
Viewlex V35L 500W*	79.95	47.50	35.00

8MM CAMERAS

	New	Used	Trade-In
B&H 134V f2.5g	$ 89.95	$ 40.00	$ 30.00
B&H 172 B f1.9 Mag.g	164.95	101.00	80.00
B&H 252 f2.3 Montereyg	59.95	39.00	28.00
Bolex C 8 f2.8 Yvarg	89.50	....	40.00
Bolex B8 f2.8 Yvar Turg	119.50	69.00	55.00
Bolex H8 Leader f1.9 Turg	259.50	144.95	115.00
Bolex 8mm Pancinor f2.8g	219.50	144.00	110.00
Kodak Brownie f2.7g	37.50	21.95	15.00
Cine Kodak Magazine f1.9g	149.50	82.00	60.00
De Jur Citation f2.5g	77.50	38.00	30.00
De Jur Fadematic f1.9g	149.50	93.00	65.00
Keystone K-30 Capri f2.8g	54.95	34.50	25.00
Keystone K-32 Olympic f2.5g	79.95	46.00	30.00
Keystone Bel Air f2.5 Mags	89.50	52.00	35.00
Revere 50 f2.8g	49.50	24.00	18.00
Revere 88 f2.5g	74.00	33.50	25.00
Revere 80 f2.5g	97.50	44.00	35.00
Revere 84 f1.9 Turg	147.50	84.00	65.00
Revere 67 f2.8 Mag Turg	119.50	59.50	40.00
Revere 40 f2.5 Mags	99.50	53.00	40.00
Revere 44 f1.9 Mag Turg	154.50	93.50	65.00
Revere B61 f1.9 Mags	137.50	81.50	60.00
Revere B63 f2.5 Mag Turg	142.50	84.00	65.00
Vistascope 8mm Outfit, Case	75.00	....	40.00
Zoomar 8 f2.8 Lens	199.00	....	110.00

8MM PROJECTORS

	New	Used	Trade-In
Ampro Futurist 750 W Case	$149.95	$ 84.50	$ 60.00
B&H Monterey 500 W Case	79.95	49.95	35.00
B&H Regent 500 W Case	179.95	104.00	80.00
Bolex M-500 W Case	169.50	114.00	85.00
De Jur 750 W Case	159.50	84.00	65.00
De Jur 1000 W Cordomatic Case	177.50	105.00	85.00
Keystone K70C Brightbeam 500 W Case	69.95	44.95	35.00
Keystone K109 750 W Splicer Case	159.50	88.00	65.00
Keystone K100 500W Case	99.95	69.00	50.00
Keystone K95M 750W Case	127.95	84.00	65.00
Keystone K109M 750W Case	167.50	94.00	75.00
Kodak Brownie 300 W Case	62.00	39.50	30.00
Kodascope 8-71A 1000 W	110.00	72.50	50.00
Revere 777 750 W Case	127.50	....	60.00
Revere 85 500 W	114.50	59.25	45.00
Revere 90 750 W	125.00	67.00	55.00

16MM CAMERAS

	New	Used	Trade-In
Auricon Cine Voice f1.9g	$749.00	$530.00	$350.00
Arriflex 16 (complete 3 lenses)	1990.00	1300.00	1000.00
B&H Automaster Mag. Tur. f1.9	....	129.00	100.00
B&H 200 f2.5 Magg	174.95	108.00	85.00
B&H 200T f1.9 Mag Turg	244.95	157.00	125.00
B&H 70DA f1.9 Tur	....	149.00	110.00
B&H 70 DL f1.9 Turg	365.50	218.00	175.00
Bolex Stereo	....	145.00	75.00
Bolex H16 Leader f1.9 Turg	269.50	149.00	120.00

MINIFILM COLOR LABORATORIES

SPARKLING COLOR PRINTS

2x3¼ —Usually 35c—Our Price 25c ea.
2½x3¼—Usually 54c—Our Price 25c ea.
3¼x4 —Usually 75c—Our Price 47c ea.
4x5 —Usually 1.00—Our Price 57c ea.
5x7 —Usually 1.50—Our Price 89c ea.
8x10 —Usually 3.00—Our Price 1.85 ea.

24 HR. COLOR FILM DEVELOPING

35mm Ansco Color mtd. $1.00—3 for $2.70
35mm Ektachrome mtd. $1.25—3 for $3.25
35mm Anscochrome mtd. $1.25—3 for $2.75
120 620 Ektachrome or Ansco—$1 per roll

Slide Duplicates

5 for $1.00 — 25 FOR $4.00

	New	Used	Trade-In
Bolex H16 Leader (3 lenses compl)g.	399.45	229.00	180.00
Bolex H-16 De Luxe f1.4 Tur Octamatg	486.00	295.00	225.00
Bolex Pan Cinor f2.8 Caseg	349.50	199.00	145.00
Cine Kodak K100 f1.9	269.00	....	130.00
Cine Kodak Mag. f1.9	....	57.00	45.00
Cine Kodak Royal Mag. f1.9g	169.50	104.50	80.00
Cine Kodak Special II f1.9g Tur	990.00	599.00	400.00
Keystone A15 Newport f1.9 Turret	199.50	....	100.00
Elgeet Stereo Outfit Complete Spec	89.50	69.50	50.00
Keystone A-9 f2.5g	99.50	57.50	40.00
Keystone A12 f1.9 Turg	159.50	97.00	70.00
Keystone K50 f2.5 Magg	129.50	82.50	60.00
Keystone K55 f1.9 Mag Turg	175.00	117.00	80.00
Pathe Super 16 Turg	450.00	229.00	180.00
Revere 16 f1.9 Magg	102.50	87.00	60.00
Revere 26 f1.9 Mag Turg	212.00	105.00	70.00
Revere C101 f2.5	139.50	....	70.00
Revere C103 f1.9 Turret	194.50	....	95.00
Revere 36 f2.5 Mag	139.50	....	70.00
Victor IV f1.9 Tur	....	99.00	65.00
Vistascope Outfit Case	125.00	....	65.00
Zoomar 16 f2.8	600.00	395.00	300.00

16MM PROJECTORS

	New	Used	Trade-In
Ampro Imperial 1000 W Case	$299.50	$197.00	$150.00
Bolex G-8-16 750 W (8mm & 16mm)	339.50	235.00	150.00
B&H 273A Statesman 750 W Case	199.95	117.50	90.00
B&H 173 Diplomat 1000 W Case	299.95	185.00	135.00
Keystone A82 750 W Case	139.50	75.50	60.00
Keystone K161 750 W Splicer Case	159.50	85.00	65.00
Kodascope Royal 1000 W	240.00	164.00	115.00
Revere 48 750 W	160.00	95.00	70.00

16MM SOUND PROJECTORS

	New	Used	Trade-In
Ampro De Luxe Stylist 1000W Case	$419.85	$265.00	$185.00
Ampro Premier 40 1000 W Case	579.00	397.00	250.00
B&H 285C 750 W Case	449.95	249.50	200.00
B&H 285 B1 1000 W Case	514.95	319.00	230.00
B&H 202C 1000W Magnetic Case	699.00	444.00	375.00
Movie Mite 63LM 200 W Case	229.50	163.00	115.00
Revere SP16 750 W Case	325.00	163.00	135.00

ENLARGERS

2¼.....up to 2¼x2¼
23.....up to 2¼x3¼
2-35....both 35 and 2¼x2¼
45.....up to 4x5

C.....Condenser
D.....Diffusion
CL.....Coldlite
AU.....Auto Focus

	New	Used	Trade-In
23C or De Jure II f4.5g	$ 99.50	$ 59.50	$ 35.00
35C Federal 135 f4.5 storway	49.95	29.50	20.00
23D Federal 240 f7.9 Storway	24.95	14.50	10.00
23D Federal 269 f6.3 storway	39.75	21.95	12.00
23C Federal 279 f6.3 storway	46.95	25.75	17.00
23C Federal 311 f4.5 storway	69.25	39.95	25.00
23CL Federal 315CL f4.5	80.00	49.50	30.00
45C-AU Besseler 45M AutoFocus	197.75	....	100.00
57C-AU Besseler 57MB AutoFocus	239.75	....	160.00
45C AU Omega D3 AutoFocus	207.50	....	105.00
45C Federal 470 f4.5	129.50	82.50	60.00
45CL Federal 450CL f4.5	114.75	69.50	50.00
23D Fotolarger Merit f6.9	23.95	14.50	10.00
23D Fotolarger D45 f4.5	48.20	27.50	20.00
57D Solar 57D	86.50	49.00	35.00

EXPOSURE METERS

	New	Used	Trade-In
Argus	$ 16.95	$ 11.95	$ 8.00
Brockway (M3)	16.95	11.95	8.00
De Jur Dual Professional	26.95	15.50	10.00
De Jur SB Spec	9.95	7.50	4.00
GE WD 68	24.50	11.50	8.00
GE PRI	32.50	17.25	10.00
GE Mascot PR30	15.95	9.50	6.00
Gossen Underwater	69.50	....	30.00
Leica Meter	24.00	15.75	10.00
Minox Case & Chain	27.95	15.50	10.00
Norwood Director	32.95	16.95	10.00
Polaroid	15.75	9.50	6.00
Sixti	24.95	15.50	10.00
Sixtomat X3	29.95	17.95	12.00
Weston Cadet	19.95	12.50	8.00
Weston DR w/case	16.50	11.50	8.00
Weston Master II Univ	29.95	14.95	10.00

ELECTRONIC FLASH

	New	Used	Trade-In
Ce Be I Portable	$ 69.95	$ 29.50	$ 20.00
Dormitzer DB 1 Portable	109.50	49.50	30.00
Dormitzer 207 Battery & Charger	140.00	79.00	50.00
Heiland III AC Portable	197.50	97.50	50.00
Heiland IV	369.50	209.00	130.00
Heiland V	119.50	69.00	40.00
Mighty Lite AC	49.95	29.50	15.00
Mighty Lite Deluxe Port—AC	84.95	59.50	35.00

TAPE RECORDERS

2 speed.....3¾ and 7½ Inches per second
7½.....7½ Inches per second
3¾.....3¾ Inches per second
1⅞.....1⅞ Inches per second
TR.....Tape Recorder and Radio

	New	Used	Trade-In
Ampro 731R 3¾ 7" Reel	....	$ 49.00	$ 25.00
Ampro Hi-Fi 2 Speed 7" Reel	239.95	139.50	105.00
Federal FME 2 speed 7" Reel	139.50	86.00	60.00
Pentron 9T-3C 2 speed 7" Reel	189.50	99.50	85.00
Pentron HT-225 3 speed 7" Reel	225.00	132.50	105.00
RCA 402 2 Speed Remote Control	229.95	159.00	110.00
RCA SRT301 2 speed 7" Reel	....	99.50	70.00
Revere T100 3¼ 5" Reel	169.50	74.50	50.00
Revere T1100 2 speed	159.50	94.50	75.00
Revere TR200 3¼ 5" Reel	224.50	109.00	75.00
Revere T500 1⅞ 5" Reel	179.50	79.50	55.00
Revere TR600 1⅞ 5" Reel	234.50	117.50	75.00
Revere T700 3¼ 7" Reel	225.00	132.50	100.00
Revere TR800 3¾ 7" Reel	277.50	167.50	130.00
Revere T900 3¾ 7" Reel	199.50	117.00	85.00
Revere TR1000 3¾ 7" Reel	249.50	149.00	110.00
Revere T10 7½ 7" Reel	235.00	139.00	105.00
Revere TR20 7½ 7" Reel	287.50	172.00	135.00
TDC Stereotone 2 speed 7" Reel	249.50	138.50	105.00
Webcor 2010 2 speed 7" Reel	207.50	127.00	100.00
Webcor 2020 2 speed Push Button	169.50	109.50	80.00
Ekotape 205 2 speed 7" Reel	225.00	131.50	105.00
Wilcox Gay 3A10 2 speed 7" Reel	....	99.50	70.00
Wilcox Gay 4F10 2 speed remote-control	199.95	124.00	100.00
B&H Music Festival 2 speed 7" Reel	299.50	....	140.00
Federal 47A Hi-Fi 2 speed 7" Reel	159.50	....	75.00
Pentron CT1 Monomatic 2 speed 7" Reel	129.50	....	60.00
Revere 700D 2 speed 7" Reel	212.50	....	100.00
Revere T11 Studio Custom 7½ IPS 10" Reel	264.50	....	125.00
VM Tape-O-Matic 700 2 speed 7" Reel	179.95	....	85.00

g...coated *...flash synchronized

Prompt Free appraisal and Quotation will be gladly rushed to you by return mail. Mail Orders promptly filled. Paid or C.O.D., F.O.B. New York. Note: On C.O.D. kindly include 10% Deposit on Order. Include Postage. Prices Subject to change.

MINIFILM CAMERA CORP.

Where Customers Become Friends

1190 AVENUE OF THE AMERICAS · NEW YORK 36, N. Y.

(bet. 46th & 47th Sts.) JUdson 2-1416

(ONLY 2½ SHORT BLOCKS SOUTH OF RADIO CITY)

EVERYONE KNOWS MINIFILM IS... F I R

A MINIFILM SENSATION!! BRAND NEW LATEST 1955 PRAKTICA FX

with MX FLASH SYNCH (3 Contacts on front of camera)

Only **53.50**

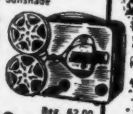
f2.9 Coated Praktica Lens Reg. 99.50	
f1.9 Coated Primoplan Preset Lens	84.50
f2.8 Coated Tessar Preset Lens	78.95
	99.95
f2 Coated Biotar Lens	8.50
Leather Eveready Case	7.95
Special Synchro Flash	13.95
Prism Finder	

BUY A COMPLETE 8mm KODAK MOVIE OUTFIT

Kodak Brownie Camera
- f1.9 Coated Lens
- Easy Loading
- Built in Sunshade

Reg. 46.75

PLUS



Kodak Brownie Projector
- 300 Watts
- Reverse
- f2 Proj. Lens
- Single Frame
- W/Case

Reg. 62.00

Both For 69.50 Used

EXACTA VX SALE!!

SAVE MORE THAN $150 ON A BRAND NEW CAMERA WITH SPLIT FIELD RANGE FINDER PENTA PRISM.

(Disc. Model)

With f1.9 Meyer Primoplan Preset Reg. 326.50	Spec. 199.50
With f2 Zeiss Biotar Preset Reg. 392.50	Spec. 239.00
With f1.5 Angenieux Preset Reg. 416.50	Spec. 249.00

Furnished with Factory Authorized Guarantee, Import Certificate and Owner's Registration.

THE FIRST ENGINEERED ALL-PURPOSE TRIPOD WITH MANY EXCLUSIVE BUILT IN FEATURES BELOW $100.00!!

- Calibrated Horizontal Geared Drive
- 90 Tilt for Vertical or Horizontal Setting
- Geared Elevating Drive
- Ball Level
- Jam Free Construction
- Over 6' when extended

Brand New Minifilm Special

2 Section Geared Elevating Tripod with Panhead	15.95
3 Section Geared Elevating Tripod with Panhead	17.95

TERRIFIC!! BOLEX H16 CAMERA OUTFIT

Complete With 3 Lenses At A **WHOPPING LOW PRICE...**

- Automatic Threading
- Built in Frame Counter
- Single Sprocket for Sound
- Forward or Reverse
- Single Frame Exp.
- 8 to 64 F.P.S.

USED 229.00 COMPLETE

LENSES:
15 mm f2.8 Wide Angle
25mm f1.9 Normal Angle
75mm f4.5 Telephoto

NOVOFLEX

THE ONLY PRECISION COMPLETE ACCESSORY SYSTEM

If you have a single lens reflex ... your most difficult task can be solved easily, efficiently, and inexpensively, with the NOVOFLEX SYSTEM. You can now obtain NOVOFLEX ACCESSORIES from adapters to long telephoto lenses for close-up as well as telephoto work.

BELLOWS ATTACHMENT

Lightweight, Precisioned, Gear Driven, Years of Trouble Free Service Assured, Engraved Exposure Factors for 50mm and 105mm Lenses.

For Kine Exakta, Exa	EBAL 34.50
For Praktica, Contax S Pentacon	COBAL 34.50
For Leica, Contax, Etc.	NOBAL 34.50

Deluxe Bellows Attachment same as above but on a Double Track, to permit minor adjustments without moving camera or subject plus adjustment for horizontal or vertical pictures.

For Kine Exakta, Exa	EBIG 59.50
For Praktica, Contax S Pentacon	COBIG 59.50

400mm f5.6 NOVOFLEX Telephoto exceedingly sharp, extremely lightweight (3 lbs.), disassembles for portability and compact storage.

For Kine Exakta	NOFEX 192.50
For Praktica, Contax S Pentacon	NOFECO 192.50
For Leica, Contax, Etc.	NOFEL 189.00
Leather Carrying Case for 400mm Lens	FETAS 22.50

NEW LOW PRICES ON REFLEX HOUSINGS!

If you have a Leica, Contax or Similar Camera ... you have a convertible single lens reflex when using the NOVOFLEX REFLEX HOUSING. Complete versatility is yours ... PLUS the inherent advantages of your fine camera.

NOPRI REFLEX HOUSING WITH PRISM OBSERVASCOPE (accepts Leica Lenses)

		NOW
For Leica, Canon, Etc.	NOPRI	119.50
For Leica M3	NOPRI-M	119.50
For Contax, Etc.	TAXPRI	139.50
WITH VERTICAL OBSERVASCOPE		
For Leica	NOSE	99.50
For Leica M3	NOSE-M	99.50

COMBINATION CASE FOR REFLEX HOUSING

compartment for Bellows Attachment, Telephoto Lens, Filters, etc. (only 7½ x 7 x 7½) NOKOF $26.95

All purpose lenses for use with NOVOFLEX BELLOWS. Permits continuous Range Focusing from close-up to infinity.

105mm f3.5 Noflexar coated Lens. (2x Magnification)	EXNO	$44.00
135mm f4.5 Schneider Xenar coated Lens. (2½x Magnification)	XEAL	$64.50
150mm f3.5 Schneider Xenar coated Lens. (3x Magnification)	XEMIK	$84.00

INTERESTING NEW NOVOFLEX ACCESSORIES!

EVIS...

An optical viewfinder for all single lens reflex cameras ... with field of view for normal and telephoto lenses.

- Brilliant Viewing Under All Lighting Conditions
- Vertical Picture Taking Made Easy
- Facilitates Rapid Sequence Shots

EVIS $12.50

PANOR...

A compact attachment that converts any camera for panoramic shots. Eliminates fuss and calculations. Automatically snaps from one position to the next.

PANOR $11.50
CASTEL $18.50

A tripod racking device for stereo pictures with any camera or for critical adjustments in copying. Converts single track bellows to double track.

LATEST KODAK SIGNET 35mm CAMERA

ONLY **44.00** USED!

- Cpld. Brdr.
- f3.5 Ctd. Ektar Lens
- Synchro Shutter

List 75.00

Eveready Case	7.50
Flashgun	6.95

CLOSE OUT!

LIMITED QUANTITY!

In closing out these fine precision cameras the German manufacturer made us promise not even to hint at his name, so we won't. However, after one look at these specifications it won't take you long to guess.

REMEMBER! You can't go wrong. Your money back overnight, if you don't lick your chops when you see your lucky purchase.

- f2.8 Steinheil Cassar Color corrected lens
- Prontor SVS Shutter 1—1/300 Second
- Full MX Flash Synchronization
- Double Exposure Prevention Lock
- Self Cocking Shutter
- Automatic film Transport Lever
- Built-in Rangefinder
- Built-in Exposure Meter
- Built-in Self Timer (12 Sec. Delay)
- Custom Finished Black Morocco & Chrome Body

SPECIAL $39.95

Brand New Deluxe case $5.95
Flash Gun $5.95

USED SLIDE PROJECTOR PARADE

	Reg.	Special
T.D.C. Mainliner 300W B.C.		
Selectron	59.50	30.95
T.D.C Headliner 300W B.C.		
Selectron	49.95	29.95
LaBelle 55 500W B.C.		
Automatic	95.00	54.00
GOLDE MANUMATIC 300W B.C.	56.50	28.00

DON'T BE WITHOUT AN EXPOSURE METER!

It Saves You Money!
It Assures You Perfect Exposure!

***NORWOOD DIRECTOR**

Latest Norwood with Colormatic control.

Incident or Reflected Light	New	Used
• WESTON MASTER II	32.95	16.95
• GE DW 68	29.95	14.95
• GE PRI	24.50	11.50
• DE JUR 5B	32.50	17.25
• LEICA MASTER	14.95	8.50
	24.00	15.75

*2 Year Minifilm Guarantee

SAVE $8.46

Brand New NORWOOD

FLASHRITE or SPEEDRITE METER

Simplifies flash photography, assures you perfect flash pictures every time.

NORWOOD FLASHRITE (For Flashbulbs) Reg. $11.95

NORWOOD SPEEDRITE (For Electronic Flash) Reg. $11.95

Only **$3.49** Brand New

EXCLUSIVE!!

An Ideal 35mm Color Camera WITH AUTOMATIC FILM LEVER AND FULLY GUARANTEED!

Brand New 32.50 COUPLED RANGEFINDER

Reg. 64.95

- f2.8 Coated Lens
- Synchro Shutter
- Double Exp. Prev.
- All Metal Const.
- Handsome, Compact

	Reg.	SPEC.
Leather Eveready Case	6.95	4.95
Synchro Flashgun	9.95	6.95

COMBINATION SPECIAL: $39.95 Complete

Camera, Case, Flash

HERE IS THE EXPOSURE METER YOU HAVE ALWAYS WANTED!

WE SEARCHED	WE TESTED	WE FOUND IT!
OUR BUYERS SCOURED AT HOME AND ABROAD	• FOR ACCURACY • FOR SIMPLICITY • FOR PRECISION CONSTRUCTION	NATIONALLY ADVERTISED FAMOUS NAME GERMAN EXPOSURE METER

BELOW WHOLESALE AT SAVINGS OVER 50%

REG. $24.50 NOW **11.95** BRAND NEW WITH CASE & CHAIN

Extra: Exclusive Reflected and Incident-Light Reading Feature Included

DON'T BUY A TWINLENS REFLEX CAMERA! UNTIL YOU HAVE SEEN MINIFILM'S REFLEX BUY OF THE YEAR!

DIRECT FROM WORLD FAMOUS JAPANESE FACTORY TO YOU!

JUST LOOK AT THESE SPECIFICATIONS—

- f:3.5 Sharp-cutting Four Element Lens
- Full Synchro M-X-F Shutter with Speeds from 1 Full Second to 1/300 Sec.
- Fully Automatic Film Transport and Counter
- Platform Twin Mount Focusing
- Large Focusing Knob with Handy Film Reminder
- Body Shutter Release
- Built-in Self-Timer
- Built-in Convenient Flash Shoe
- Precision Die Cast Aluminum Construction

BRAND NEW Reg. Value $139.50 **49.50** SPECIAL

SAME MODEL AVAILABLE—

- With Shutter Speeds up to 1/200 sec.
- M-X-F Synchro Shutter
- Large Focusing Knob
- Platform Twin Mount Focusing (only found in cameras over $149.00)
- Precision Die Cast Aluminum Construction
- f:3.5 Coated Lens

BRAND NEW Reg. Value $109.00 **29.95** SPECIAL

Place your order today!—If you do not feel that your purchase is an exceptional value at twice our special price . . . your money will be cheerfully refunded in full, including transportation charges.

SOT

FIRST IN VALUE!

FIRST TO EXTEND TIME PAYMENTS ON NEW & USED EQUIPMENT!

FIRST TO PUBLISH HIGHEST TRADE-IN ALLOWANCES!

FIRST TO GIVE 30 DAY FREE TRIAL OFFERS!

FIRST TO GUARANTEE FOR TWO YEARS!

LOOK TO MINIFILM FIRST . . . FOR ANY GOOD DEAL! MINIFILM SETS THE PACE– OFTEN IMITATED — NEVER SURPASSED!

10% DOWN 10% PER MONTH

For the First Time!

A Complete 8mm Turret Camera Outfit With Full Complement of Lenses At Give-Away Prices ... ACT NOW

	Wide Angle	Telephoto	USED SPECIALS
Revere C67 f2.8		1½" f3.5	$ 67.50
Bolex B8 f2.5		1½" f3.5	$ 82.50
Keystone K35 f2.5	7mm f2.5	1½" f3.5	$ 92.50
Revere 99 f1.9	7mm f2.5	1½" f3.5	$ 97.50
Revere 84 f1.9	7mm f2.5	1½" f3.5	$109.50
Revere 44 f1.9	7mm f2.5	1½" f3.5	$122.50
B&H 134 TA f1.9	7mm f2.5	1½" f3.5	$127.50
B&H 172 A f1.9		1½" f3.5	$137.50
DeJur Fadematic f1.9	7mm f2.5	1½" f3.5	$127.50
Bolex H8 Leader f1.9	7mm f2.5	1½" f3.5	$189.50

PRISM BINOCULARS

FOR YOUR SPORTS PLEASURE!!

BASEBALL • BOATING • HORSE RACING
HIKING • HUNTING • BIRD WATCHING

Nationally Advertised and you can save more than 50% at MINIFILM.

These ZEISS Type Binoculars have COATED PRISMS, COATED LENSES, LIGHTWEIGHT DESIGN, MOISTURE PROOF CONSTRUCTION, 2 YEAR GUARANTEE. Brand New with case & Shoulder Strap.

6 x 15 IF $11.75*	7 x 35 IF $24.50*	7 x 50 CF 28.50*
6 x 30 IF 18.75*	7 x 35 CF 27.50*	8 x 30 IF $20.50*
7 x 35 CF 21.50*	7 x 50 IF 25.50*	8 x 30 CF 23.25*

*Subject to 10% Federal Excise Tax.

NEW ARGUS C3 OUTFIT SAVE 22.55

ALL BRAND NEW

SPECIAL! 79.95

Reg. $102.50 Only $7.99 Down

Camera W. F3.5 Ctd lens Flashgun—case (Reg. $66.50) Telephoto Lens 6—20 Exp. Rolls of B&W Film 3 Filters Sunshade & Filter Holder

BRAND NEW Latest 1955 AUTOMATIC PENTACON

- Fully Automatic Diaphragm
- Prismascope • MX Flash
- 1 Sec. to 1/1000

Reg. 249.50 With f2 Ctd Lens Reg. 259.50 Eveready Case Reg. 15.00 — With f2.8 Ctd. Westanar Automatic Lens Special 139.95 ..... Special 149.50 ..... Special 8.75

1. INTERCHANGEABLE LENSES! 2. SINGLE WINDOW COUPLED RANGEFINDER & VIEWER! 3. RAPID TRANSPORT LEVER!

Feature for feature ... dollar for dollar ... it can't be beat!

35mm LORDOMAT

The 1955 camera sensation from Wetzlar, Germany.

ONLY $89.50 $8.95 DOWN

WITH F2.8 CTD. LORDON LENS, CLICK STOPS.

Deluxe Leather Eveready Case	9.95
Patented Taco Color Flashgun	7.95
35mm f3.5 Lordonar wide angle Lens, click stops	95.00
90mm f4.5 Telordon Telephoto Lens, click stops	64.50
COMBINATION VIEWFINDER	12.50
OMNICA COMBINATION CASE	49.50

- Film Speed Indicator
- Click Stop Lenses
- Double Exposure Prevention
- Positive Automatic Lens Coupling System
- Detachable Back for Easier Loading
- Die Cast Aluminum Body
- Shutter Speeds from 1 sec. to 1/300 of a sec
- Built in Self Timer
- Adjustable MX Flash Synchronization
- Built in Orange Filter for Easier Focusing

1-ZOOM!!!

MINIFILMS FINEST VALUE YET !!

Pan Cinor f2.8 ZOOM LENS For all 16mm Cameras, With FINDER reg. 447.50

BRAND NEW DISC MODEL MINIFILM SPECIAL

199.50

Uninterrupted Focus From 20mm to 60mm with turn of a Lever

VISTASCOPE

FOR BREATH-TAKING CINEMASCOPE TYPE MOVIES IN YOUR OWN HOME WITH YOUR OWN CAMERA AND PROJECTOR! Eliminates Need for Panning

50% More Film Economy
50% Wider Area Coverage

Vistascope Lens For 8mm Camera and Projector $75.00 only $7.50 down

For 16mm camera and Projector $125.00 only $12.50 down

SPECIAL—Can also be used with your still camera for novel wide screen projection.

SAVE ON PLASTIC HI-FI RECORDING TAPE!

5" REEL (600 ft.) Reg. $3.50 Minifilm Special $1.39 3 for $3.95

7" REEL (1200 ft.) Reg. $5.50 Minifilm Special $1.89 3 for $5.40

USED POPULAR TAPE RECORDERS AT TREMENDOUS SAVINGS

	Reg.	Our Price
Federal FME 3¾-7½	139.50	86.00
Revere T1100 3¾-7½	159.50	94.50
TDC Stereotone 3¾-7½	249.50	138.50

NOW . . . A CHOICE OF TWO 16MM PATHE OUTFITS WITH FACTORY FITTED LENSES THAT MEET THE FULLEST* PROFESSIONAL STANDARDS

*FULL FRAME FOLLOWS FOCUS DURING FILMING is a must for professional movies!!

PATHE SUPER 16 STANDARD including
10mm f1.9 Berthiot Cinor Super Wide Angle
25mm f:1.9 Berthiot Cinor Normal
75mm f:3.5 Berthiot Cinor Telephoto

PATHÉ BRAND NEW COMPLETE $632.00

PATHE SUPER 16 DELUXE including
10mm f:1.9 Berthiot Cinor Super Fast, Super Wide Angle
25mm f:1.5 Berthiot Cinor Super Speed Normal
75mm f:2.5 Berthiot Cinor High Speed Telephoto

. . . COMPLETE BRAND NEW $704.00

For a Thoroughly Versatile Outfit

For Professional Movies Even Under Difficult Lighting Conditions

PATHE SUPER 16 ALSO OFFERS: PATHE "SUPER 16" $450.00 less lenses

PRECISION WALZ "CUSTOM FITTING" FILTERS

INDIVIDUALLY MOUNTED—SCREW DIRECTLY INTO YOUR CAMERA LIFETIME GUARANTEE!

For The Following Cameras:	Individual Filters	Kit for Color or Black & White Film	Lens Hood
Argus C-3 or Elmar f:3.5	1.95	8.75	1.95
Kodak Retina, Signet, Bantam, R.F., Contaflex, Contessa	2.95	8.75	2.95
Leica, Summitar f:2, Summicron F-2, Contax Sonnar f:2 & f:1.5 Exacta, Pentacon or Praktiflex, with Zeiss Tessar f:2.8 & f3.5 P.S., Nikon f:2, Rollei f:3.5	3.95	11.75	3.95
Series V	2.45		
Series VI	2.95		

Please specify your camera and lens and colors desired when ordering.

NOW . . . A FULLY AUTOMATIC EXAKTA IS YOURS EASILY . . . INEXPENSIVELY!

YOUR	f2.8 Auto. Westanar	f2 Auto. Westagon	f1.9 Auto Xenon	f2 Auto. Biotar
50mm f3.5 Tessar	Plus $40	Plus $60	Plus $95	Plus $95
50mm f2.8 Tessar	Plus $30	Plus $50	Plus $85	Plus $85
50mm f1.9 Primoplan	Plus $25	Plus $45	Plus $80	Plus $85
50mm f2 Xenon	Plus $30	Plus $55	Plus $85	Plus $90
50mm f2 Biotar	Plus $15	Plus $35	Plus $69	Plus $75

AVAILABLE AT LAST

THE ELECTRONIC FLASHGUN THAT OUTDOES THEM ALL!

- FAMOUS GERMAN IMPORT!
- FAST COLOR GUIDE OVER #100!
- FAST PAN GUIDE OVER #400!

REG. $99.50 ONLY 49.50 COMPLETE

- LIGHTWEIGHT—CONVENIENT TO CARRY
- FLASH HEAD HAS ON AND OFF SWITCH, OPEN FLASH BUTTON AND NEON INDICATOR
- 1/800 SEC. FLASH DURATION
- EXCLUSIVE SEALED LAMPHEAD WITH BUILT-IN DIFFUSER COMPLETELY ELIMINATES ALL HOT SPOTS

WE GUARANTEE THIS UNIT TO BE THE MOST POWERFUL AND MOST RELIABLE ELECTRONIC FLASHGUN SELLING UNDER $150.00!

MINIFILM CAMERA CORP.

1190 Avenue of the Americas (bet. 46-47 St.) New York 36 • JU 2-1416

. . . Where Customers Become Friends . . .

Please rush me the following equipment ..... Price ....

Enclosed is balance due .....

Ship Equipt. C.O.D. (10% down required)

Name

Address .....

City ..... Zone .... State .....

Please send TIME PAYMENT & information.

AWON FILM WHOLESALERS!

***NOTE our new address**
Come see the thousands of top values at our big, new New York store.

This **1956** dated film is in its original sealed package *fully guaranteed by the manufacturer.* Day. or Tung. Price includes processing & mounting (35mm) by m'f'r.

Size Lots of 3—EA.	Kodachrome	McGregor Color		Dynacolor
8mm x 25' dble. roll	$3.00	$2.40	1957 DATE	$2.30
8mm x 25' dble. mag.	3.75	3.50		3.50
16mm x 50' mag.	5.75	5.35		5.25
16mm x 100' roll	8.55	5.85		5.75
35mm x 20 exp.	2.70	1.85		1.79
35mm x 36 exp.	4.00	2.75		3 for 6.50

COLOR-FILM MFR. PACKS UNDER AWON LABEL!!!
LATE 1956 DATE Price includes Processing & mtg.
All Kodachrome filters can be used with this film.
8mm x 25' dble.....**$1.98 ea**.....3 for **$5.75**.....6 for **$11**
35mm x 20 Exp.....**$1.79 ea.**
3 for **$5.00**.....6 for **$9.75**
16mm x 50' Mag.....**$5.25 ea.**.....3 for $15
8mm dble. or 16mm x 100' roll **$5.25 ea.** 3 for $15.00
SPECIAL 35mm x 20 exp. Tung.....4 for $5.

BULK KODACHROME

This film has been cut from 400' rolls and is camera spooled, ready for your camera.
16mm x 100' roll.....$5.95
3 for $17.25 **6 for $33.95**
16mm x 100' O.D.....$2.95
16mm x 50' Mag. O.D. in Orig. Kodak Pack.....$3.95
3 for $11.50 **6 for $21.95**
Kodak Proc. Incl. for all

SPECIAL OFFER!!!

35mm McGREGOR Color. '57 date. Proc. & Mtg. Incl. Mfg. Guar.
36 Exp.....**3 for $6.75**
Tungsten.....**3 for $6.25**
12 exp.....**3 for $3.65**

Fresh KODAK Negative Safety
Each roll on original reel and in original can.
Kodak Plus X or Super XX
35mm x 100'
$2.50 ea.

FRESH MOVIE FILM

1956 dated, fast, fine grain, panchromatic ASA 50.
Prices include new fast processing service.

8mm x 25' dble. roll	$1.10	BUY SIX . . GET ONE EXTRA FREE
8mm x 100' dble. roll	3.50	
16mm x 50' mag.	1.75	
16mm x 100' roll	2.75	
16mm x 100' Ansco	2.50	
16mm x 100' Kodak Plus X	2.95	
16mm x 50' roll, Plus X	1.65	
16mm x 100' Kodak Super XX	2.75	
8mm Mag. B. & W.	2.00	

BULK ANSCO COLOR
16mm x 50'.....**$2.95** 16mm x 100'.....**$5.95**
ANSCO Processing Included

SHOOT PICTURES FOR PENNIES
ANSCO Color Tung #234, 35mm x 100' One Daylight Loader, 10 Empty Cartridges plus a One Year Free Subscription to U.S. Camera ($4 Value)
—Total Value of $35.00
AWON PRICE—$20
ANSCO Color Daylight #235—same bargain combination as above.
$37 Value **AWON PRICE—$22**

116 or 616 BLACK & WHITE
O.D., ASA 24.....**10 for $1**

127, 120, 620 BLACK & WHITE
Weston 50.....**6 for $1**
Fresh Nationally Advertised Brand
120 & 620, B&W, Weston 50.....**4 for $1**
Fresh World Famous Brand
120 & 620, ASA 64.....**6 for $2**
Infrared 120 & 620.....**6 for $1**
Kodak Tri-X, Orig. Pck., '56 date.**3 for $1.50 pp.**

PAPER SALE

We bought out an entire warehouse full of this terrific paper to get this amazing low price. It's tested and proved perfect by exacting professional standards. Order in quantity and save!!! All in original manufacturers' boxes!

CONTACT PAPER—less than 1¢ a print
10 x 10" SWSM.....1 box (100 sheets) **98¢**
5 boxes (500 shts) **4.50** 10 boxes (1,000 shts) **7.95**
18 x 22" LWSM.....1 box (50 sheets) **1.98**

ENLARGING PAPER
HALOID 10 x 10" DWSM.....1 box (100 sh) **$1.89**
5 boxes (500 sh) **7.50** 10 boxes (1,000 sh) **13.50**
KODAK 35mm x 100' LWSM #3.....**98¢ ea.**

16mm sound HOME MOVIES. Entertaining musical, comedy, drama. Each reel is complete. Slightly used in excellent condition. Footage approx.
800'—$8. 1,200'—$12. 1,600'—$16.

SPECIAL—With any purchase of $10, we will give you a one year subscription to U. S. Camera or Modern Photography for only $1.50.

COLOR MOVIE FANS 1957 DATE COLOR
For those who desire the utmost in color equal to the best color you have ever used! Price Includes Proc.
8mm x 25 ft double...**$2.25 ea.** 16mm x 100 ft. **$6.75 ea.**
8mm x 100' dble. roll.....**$6.75**

FRESH
AERO EKTACHROME ASA 50
35mm x 20 exp..... **$1.55 ea.**
4 for $5.25
35mm x 36 exp..... **$2.25 ea.**
Processing included
Buy 6—Get ONE FREE
35mm x 40' BULK.....**$5.35**
35mm x 75' BULK.....**$7.95**
35mm x 75' plus 4½ gal. devel. kit.....**$11.95**

FREE!

With every order of $25 or more—you get a FREE 1 year subscription — $4 value — to Modern Photography or U.S. Camera (specify).

ANSCO COLOR 1956 DATE
Daylight or Tungsten
35mm x 100'.....$21.50
35mm x 50'.....12.49
35mm x 27½'.....6.95
35mm x 20 exp. in metal cartr.....1.20 ea.
6 for $6. 12 for $10
#120 Day. and 620 Tung.
75¢ ea. 6 for $3.85
35mm Outdated 35¢ ea.

Bulk EKTACHROME ASA 40
with 1½ gallon processing kit
5¼ x 20'.....**$6.95**
5¼ x 40'.....**$9.95**
9½ x 40'.....**$16.95**
35mm x 37½'.....**$6.95**
EXTRA—Free compensating filter with any of above.
SPECIAL—4½ gallon Ektachrome processing kit **$3.95**

Bulk ANSCO COLOR daylight or Tung. #534 1955 DATE
35mm x 100'.....$17.50
35mm x 50'.....9.00
35mm x 27½'.....5.95

Original ANSCO PACK.
Late 1956 DATE—16mm x 50'
B&W Movie Film—ASA 50 30 Roll Can PLUS 5 16mm x 100' reels or 5 16mm magazines
ALL FOR ONLY $16.95

CUT FILM SPECIALS

4x5 Kodak XX Film Pack.....**3 for $3.75**
Kodak Lantern SLIDES 3¼x4 (36 plates) **2 for $1.**
Ansco Super Pan Portrait (25 shts)
4x5.... 3 for **$3.50** 8x10....**$2.25** ea.
8x10 Kodak Infra Red (25 shts).....**$2.95**
8x10 Ansco Sup. Pan Press (25 shts).....**$2.49**
4x5 Ektachrome (10 shts).....**$2.95**
8x10 Ektachrome (10 shts).....**$4.95**
8x10 DuPont Arrow Pan (25 shts).....**$2.95**
11 x 14 Contrast Process Pan (10 Shts.)....**$1.49**
11 x 14 Matrix (10 Shts.).....**$1.49**
FREE with purchase of sheet film or aerial film—One roll of Kodak Linagraph Ortho 3 13/16" x 61"

ALL FILM ABSOLUTELY 100% SAFE & RELIABLE
8x10 Ansco Color Daylight (10 shts).....**$3.95**
4x5 Kodak Contrast Proc. Pan.....**98¢**
4x5 Kodak Panatomic X (25 shts).....**98¢**
4x5 Kodak Contrast Process Ortho (25 shts)..**98¢**
2¼x3¼ Dover (ASA 50) (25 shts)...**3 for $1.20**
all above O.D. in original pack

AERIAL FILM

LINAGRAPH Ortho Weston 24 35mm x 100'.....**98¢ ea.**
3 13/16 x 61'.....**3 for $1.10**
INFRARED (Weston 50) 9½" x 75'.....**$5.95**
KODAK TRI-X (ASA 200) 5½" x 56'.....**98¢ ea.**
5¼" x 20'.....**2 for $1**
KODAK XX 5¼" x 9'.....**3 for $1**
5¼" x 20'.....**2 for $1**
5½" x 56'.....**$1.75 ea.**
9½" x 75'.....**$6.95 ea.**
9½" x 200'.....**$9.95**

Special! Movie Film!!
8mm x **25'** dble. on cam. spool ASA 50....**4 for $1**
16mm x 100' Ansco Color, proc. incl.....**$5.95 ea.**
6 for $32.95

—MOVIE—QUANTITY DISCOUNTS—
B&W ASA 50 or 100. 16x100' cam. spool. No proc. Add postage.

SIZE	54 Rolls	27 Rolls	15 Rolls
16mm x 25'	$8.95	$4.95	$2.75
16mm x 50'	19.95	10.95	5.95
16mm x 100'	49.50	29.50	17.95

BULK MOVIE—Weston 50

Fresh DuPont Stock
8mm x 400' dble....**$4.95** 8mm x 1600' dble....**$16.00**
Camera spooled . . . No processing
8mm x 100' dble. 1.49
8mm x 25' dble. (8 x 25) 7 for price of 6!..... 49¢
Black & White Movie Film Processing Service
8mm x 25' Dble. .....**$ .55 ea.**
16mm x 100' .....**$1.00 ea.**
16mm x 50' .....**$ .65 ea.**

35mm Fresh Bulk Negative Safety
Kodak Plus X, Super XX, Kodak Weston 24 or DuPont #1 or #2—100'.....**$1.98 ea.; 400'.....$7.50**

35mm x 20 Exp. Cart.
Plus X or Super XX }.....**6 for $1.50**
Tri-X or Infra Red }.....**12 for $2.50**

SPECIAL!! Original Kodak Film in original Kodak pack.
*16mm x 100' Super XX.....**$3.25 ea.**
*16mm x 50' mag. Super XX or Super X..... **2.95 ea.**
***Kodak processing included**
16mm x 50' mag. Super XX or Super X (proc. incl.).....**$2.00 ea.**
16mm x 100' Sound Plus X (Proc. incl.)....**$3.25**

BRAND NEW EXPOSURE METERS

The New SKAN Quick Meter Model #SM-3
List $17.95 **AWON PRICE—$13.95**
WESTON MASTER II
List $29.95 **AWON PRICE—$21.95**
New WESTON DR Direct Reading
List $16.95 **AWON PRICE—$12.95** incl case

16mm x 50' Mag., Orig. Kodak Pack, Neg.....**$1**
16mm x 100' Roll, Kodak Super-XX, Neg...**$1.75**

THIS MONTH'S SPECIALS
- **Cardboard Stereo Mounts 100 for**.....**$3.50**
- **Ansco 35mm Cardboard Mounts . . . . 100 . . . . $1.00**
- **PROJECTION PAPER** O.D. 35mm x 100' **$3.98ea. ea.**
- **Daylight BULK FILM LOADER & 5 cartridges..$4.95**

Fast delivery guaranteed! All parcels double-insured!
Repeat orders handled just as efficiently.
All film O.D. unless otherwise stated.
20% DEP. on all C.O.D. PLEASE U. S. Excess

FREE with every roll of 35mm color film, one roll of 35mm B&W film!

AERO EKTACHROME—ASA 40
120 & 620....**$.75 each** 6 for **$3.75**

EKTACHROME FOR MOVIE FANS—ASA 50
8mm x 100'—**$4.75** 16mm x 100'—**$4.75**
3 for **$13.25**

B & W MOVIE FILM ASA 50—1955 Date

8mm x 25' dbl..**$1.00** 8mm x 25' dbl., ASA 20...**$1**
8mm x 100' dbl.....**$3.25**
16mm x 50' Mag., ASA 10..**$1.60** 16mm x 100'.....**$2.25**
16mm x 100'—ASA 8—'55 Date.....**$2.00**
all with proc. incl.
BUY 6—get one extra FREE!
SPECIAL AWON OFFER! **Bulk Film Special!**
35mm x 100' Kodak TRI-X.....**$2.50**
35mm x 100' B&W ASA 24.....**98¢**
SENSATIONAL AWON VALUE!
35mm x 36 exp. Kodak Plus X O.D. RELOADS
10 for $1—*while they last!*

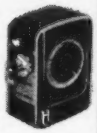
BRAND NEW!
For 8mm, 16mm and 35mm
MORSE G-3 DEVELOPING OUTFIT
List $28.50 **AWON PRICE—$21.95**

Please include postage with all your orders.
20% DISCOUNT on all new cameras, projectors, etc.
Before you buy, get our low price for O.D. film!

AWON FILMS
*** 108 West 29th Street, New York 1, N. Y.**

UNITED'S DIRECTORY AND BUYING GUIDE FOR BETTER VALUES

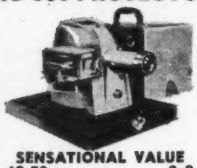
BELL & HOWELL 172A
(USED)



- 8mm Magazine Type Camera
- Twin Lens Turret
- With f1.9 Coated Focusing Mount
- Reg. $199.95

Save $93.45
SPECIAL..... $106.50

LIKE NEW AO 300 PROJECTOR



SENSATIONAL VALUE
Reg. 69.50 2x2 SIZE
- Exclusive AO Coated 5" Proj. lens.
- Built in Automatic Airequipt Changer.
- Die Cast Aluminum Construction.
- Exclusive AO Blower System for Cool Operation. 300 Watt.
- Complete with Case & Changer.
- Save $29.55 SPECIAL..... $39.95

BOLEX B8
(USED)

- 8mm Roll Type Camera
- Twin Lens Turret
- With f1.9 Coated Yvar Lens Focusing
- Reg. $159.50

Save $60.00
SPECIAL..... $99.50

DEJUR CITATION
(USED)

- 8mm Roll Type Camera
- With f2.5 Coated Lens
- Reg. $77.50

Save $38.00
SPECIAL..... $39.50

MANSFIELD'S ACTION EDITOR
NEW DELUXE MODEL FOR 8MM OR 16MM
LIST $59.50
SPECIAL $33.95

- Automatic splicer
- 1200 ft. Rewinds For 8mm Models
- 2000 ft. Rewinds For 16mm Models
- All metal die cast viewer
- Screen 2¼x3¼. Glass Prism Shutter
- Viewer Has Focusing & Framing Control

Our MADISON AVE. Branch

Authorized
BOLEX
Sales & Service

We have one of the world's largest stocks of NEW and USED BOLEX EQUIPMENT on hand for immediate delivery.

Our BOLEX REPAIR DEPT. is staffed by specially trained servicemen, always ready to serve you.

WE BUY-SELL-TRADE
Address all inquiries to
United Camera Exchange, Inc.
265 Madison Ave., New York 16

SEND FOR YOUR FREE COPY OF OUR LATEST CATALOG OF BARGAINS! a must for every professional and amateur.

SAVE 40% Brand New
ELITAR SOLIGOR MOVIE LENSES
For 8mm Cameras

Brand New Imported Telephoto and Wide Angle Lenses for all Ampro models, Keystone, Bell & Howell, Kodak Reliant, DeJur, Revere & Bolex L8.

NORMAL 8MM LENS
½" f1.9 Focusing Mount 1" to Inf. Click Stops $22.50

TELEPHOTO 8MM LENSES
1½" f3.2 3' 6" to Inf., Click Stops..... $12.95
1½" f2.5 3' 6" to Inf., Click Stops..... 18.95
1½" f1.9 3' 6" to Inf., Click Stops..... 27.55
1½" f1.4 3' 5" to Inf., Click Stops..... 34.95

WIDE ANGLE LENSES
7mm f2.5 Fixed Focus, Click Stops.... $19.00
6½mm f1.9 Fixed Focus, Click Stops Latest 33.50
6mm f1.9 Focusing Mount, Click Stops 37.50
7.5mm f1.5 Foc. Mt., Click Stops 49.50

FOR 16MM CAMERAS WITH C MOUNTS
1" f1.5 Normal, 1½' to Inf., Click Stops $38.95
17mm f2.7 Wide Angle 10" to Inf..... 24.95
3" f3.5 Telephoto 3' 5" to Inf. Click Stops 22.75
3" f2.5 Telephoto 5' 5" to Inf. Click Stops 29.75
3" f1.9 Telephoto 4' to Inf. Click Stops 35.95

OPTICAL COMPENSATING VIEW FINDERS
For Bell & Howell, Auto 8-172A, 172B, 172C, 8mm Tri-Lens Wide Angle Lenses or Telephoto Lenses Reg. $6.50 ..... $4.95
For Bell & Howell 16mm Cameras Wide Angle or Telephoto Lenses Reg. $8.90..... 6.95

JUST ARRIVED
FOR CINE-KODAK MAGAZINE 8 6½mm f1.9 Fixed Focus wide angle coated click stops $34.50
1½" f1.4 telephoto foc. mt. coated with click stops $37.50

SIGNET 35
- 35mm COLOR CAMERA f3.5 Ektar.
- Synchro Shutter.
- USED—When new $87.50

SPECIAL $44.50 Case $5.95
SIGNET 2x2 Projector f3.5 used $49.50

ARGUS 35 (Used Models)
- Argus C 3, case & Flash used $34.50
- Argus C 4 camera ctd. synchro 49.50
- Argoflex Reflex f4.5 ctd 19.50

EXAKTA 35 REFLEX
- Brand New Kine Exakta VX f2.8 C.Z. Tessar. Reg. $279.50. $164.00
- Exa 35 Camera f2.8 Ctd (used)..... 44.50
- SAVE 40% on accessories for Exakta (Write for complete listing)

LEICA CAMERAS
(ALL USED)
- Leica IIIF f2 Summicron $199.50
- Leica IIIC f2 Summitar 129.50
- Leica IIIA f2 Summar 104.50
- Leica IIF f3.5 Elmar

- SAVE 40% on accessories for Leica new & used (Write for listing)

Attention wholesale buyers: special quotations mailed at once by 83 Chambers St. wholesale dep't.
All advertised prices F.O.B. New York City. Do you wish to sell your used equipment? Write today Dep't UARG for air mail offer. Highest prices paid.
Attention overseas G.I.'s: your orders given special prompt attention. Try us and be convinced.

Ricoh "35" CAMERA OUTFIT

Here's a Real Trigger Action Precision-Engineered rapid-sequence camera that shoots standard 35mm pictures that will rival the most expensive 35mm.

- SPLIT-SECOND TRIGGER MOVEMENT COCKS THE SHUTTER and TRANSPORTS FILM SIMULTANEOUSLY.
- ONE HAND SHOOTS the other WINDS
- NO AWKWARD FINGER SHIFTING
- 45mm f3.5 Color-Corrected coated lens.
- F-X SYNCHRONIZED SHUTTER with SPEEDS to 1/200th sec & B
- SINGLE WINDOW RANGE and VIEW FINDER for a BIG VIEWING and FOCUSING IMAGE.
- The CASE IS SATIN-FINISHED, DIE-CAST ALUMINUM, luxuriously LEATHER-TRIMMED

It is definitely a camera for the person who gets around.

COMPLETE OUTFIT CAMERA, FLASHGUN, DE LUXE LEATHER CASE $59.95 A $100 VALUE

SUPER RICOHFLEX

2¼"x2¼" REFLEX
Plus 35mm Adaptability

A two-in-one feature found only in very expensive cameras.

OTHER OUTSTANDING FEATURES:
- 50mm Color-corrected, ctd f3.5 matched lenses.
- FX Synch Shutter with speeds to 1-200th sec. and B.
- Full size focusing with depth of field scale-or eye-level finder.
- Built-in wide angle magnifier for critical focusing.

A $75.00 VALUE!
With Leather Carrying Case and Auto-Stop attach. for automatic film advance $29.95

SUMMER SALE KODACHROME
LATE 1955-56 DATE
INCLUDING PROCESSING

	Reg.	Special
#828	$ 1.85	$ 1.45
35mm x 20 exp.	3.25	2.65
35mm x 36 exp.	4.95	3.90
35mm Stereo, 20 exp.	4.65	3.65
8mm Roll (dble)	3.75	2.98
8mm Mag. (dble)	4.65	3.69
16mm x 100' Roll	10.40	8.25
16mm Mag.	6.95	5.49
16mm x 50' Roll	5.75	4.65
16mm Mag. Simplex	6.95	5.75
16mm x 100' single perforated	10.40	8.42
8mm x 100' Bolex	13.60	11.50

SHIPPED POST PAID LOTS 6 OR MORE MINIMUM ORDER 2 ROLLS LESS THAN 6 ROLLS PLEASE ADD POSTAGE.

DAVIDSON STAR-D CONQUEST

3 section with geared center post, adjustable crank action, non-slip. Extends to 70", collapsed 28". Weight: 4¾ lbs.

Reg. $19.95 SALE $13.95
Case for Conquest 4.49

IMPORTED LENS SALE! DRASTIC REDUCTIONS
BRAND NEW—FEW USED* BUT PERFECT ALL ARE FACTORY COATED FOR LEICA CAMERAS

REG.		SALE PRICE
$99.50	28mm f3.5 Berthiot Extreme wide angle	$69.50
360.00	85mm f1.5 Leitz Summarex Tele*	199.50
135.00	135mm f4.5 Leitz Nektor Telephoto*	94.50
75.00	135mm f4.5 Steinheil Culminar	37.50
59.95	90mm f4 Ctd. Telephoto	35.95
66.95	ARCO 135mm f3.5 Colinar Ctd.	39.50
150.00	85mm f2 Colinar Telephoto	90.00

FOR PRAKTICA • PRAKTIFLEX FX CONTAX S OR D AND PENTACON CAMERAS

REG.		SALE PRICE
$99.50	35mm f2.5 Angenieux Retrofocus W.A.	$69.50
65.00	85mm f2.8 Steinheil Culminar	47.50
89.95	135mm f3.5 Travenar Telephoto with fully automatic pre-set diaphragm	59.50
49.95	135mm Travengon f4.5 coated Telephoto	34.50
82.95	180mm f5.5 Hugo Meyer Tele-Megor	59.50
199.95	400mm f5.5 Hugo Meyer Tele-Megor	139.50

FOR THE KINE EXAKTA CAMERAS

$120.00	28mm f3.5 Angenieux Retrofocus W.A.	$89.50
99.50	35mm f2.5 Angenieux Retrofocus W.A.	69.50
65.00	85mm f2.8 Steinheil Culminar	47.50
89.95	135mm f3.5 Travenar Telephoto with fully automatic pre-set diaphragm	59.50

ATTENTION ARGUS C-3 OWNERS
New Imported Telephoto Lens
- 135mm F4.5 coated lens
- Color corrected, click stops
- Depth of field scale
- With lens hood & adapter ring Ser. VII
- Supplied with view finder mask

Reg. $49.95 SPECIAL $37.95

SLIDE ACCESSORIES

REG.		SALE PRICE
$1.95	KODASLIDE READY FILE for 2x2" MOUNTS	$ 1.59
3.94	KODASLIDE COMPARTMENT FILES for 2x2	3.19
1.25	KODAK FLEXO FILES 2x2	.86
1.84	KODAK READY MOUNTS (Pkge 50) 35mm—Bantam	1.48
14.95	AIREQUIPT SLIDE CHANGERS	10.95
2.25	AIREQUIPT MAGAZINES	1.69
9.85	BAJA SE 16 Holds 16 TDC Trays	6.95
5.95	BAJA SE 8 Holds 8 TDC Trays	4.19
4.95	BAJA AE 8 Holds 8 Airequipts	3.69
9.85	BAJA AE 16 Holds 16 Airequipt Magazines	6.95
8.50	EMDE #202 100 Mounts w/glass for 2x2 Ready Mounts	6.39
14.50	EMDE #100EK 100 Mounts w/glass for Kodak Stereo Mounts	10.95
8.25	GOLDE SNAP IT BINDERS, 100, 2x2 Size	6.19
7.00	GOLDE REFLEX BINDERS (50) Per Pkge	5.25
3.00	HOLLYWOOD EASY MOUNTS Pkge. Specify, Full 35mm, Single Frame, Robot, 16mm Double Frame.....Box 100	2.39
8.95	BRUMBERGER 120 2x2 Metal Binders	6.95
9.95	BRUMBERGER 72 2¼" Sq. Metal Binders	6.95
3.50	GUILD STEREO MOUNTS PKGE 50	2.69

ADDRESS ALL MAIL ORDERS TO 83 CHAMBERS STREET, NEW YORK 7, N. Y.

UNITED CAMERA EXCHANGE, Inc.

1140 Avenue of Americas (cor. 44th St.) N. Y. MU 2-8574
265 Madison Avenue (Corner 39th Street) N. Y. LE 2-6822
83 Chambers Street New York 7, N. Y. DIgby 9-3555

NEW! EDIXA STEREO CAMERAS

open a new era in 3-dimensional photography!

PRESENTING **... Great, New Edixa Stereo Cameras ... destined to open a new era in 3-Dimensional photography! Plus the fabulous, new Steinheil Stereo Redufocus Wide Angle Converter ... the most outstanding photographic discovery of our time!**

Edixa Stereo Model IIIA shown with Steinheil Redufocus Wide-Angle Converter Set

EDIXA RANGEFINDER STEREO WITH BUILT-IN EXPOSURE METER ... MODEL IIIA
This is the greatest, most-advanced Stereo Camera of our age. This spectacular New Edixa Stereo Camera has a Coupled Rangefinder and built-in Photo Electric Exposure Meter ... and two matched f/3.5 Steinheil Cassar color-corrected lenses in two coupled Prontor-SVS shutters with 9 speeds ... settings of bulb, 1 second, 1/2, 1/5, 1/10, 1/25, 1/50, 1/100, 1/300 and self-timer. Also, built-in flash synchronization and rapid-winding lever, double exposure prevention, self-cocking lever, cable and tripod sockets and other features. Beautifully finished in satin chrome and black morocco leather. Priced at only.....$99.50.

NOW! INTRODUCING WIDE-ANGLE PHOTOGRAPHY FOR STEREO!
Steinheil's Scientists have just invented the New Redufocus which enables Stereo Photographers to instantly convert an Edixa Stereo to a Wide-Angle Stereo Camera! The Redufocus is attached, in a matter of seconds, to the Edixa Stereo Camera, and provides for outstanding interior shots, groups, sports, etc. The Redufocus wide-angle converter set is priced at $99.50 with compensating viewfinder, and luxury leather case.

EDIXA RANGEFINDER STEREO ... MODEL IIA

The world's most magnificent Coupled Rangefinder Stereo Camera with Fully Automatic Features and f 3.5 Steinheil Cassar color-corrected lenses in two coupled Pronto shutters with speed settings of bulb, 1 25, 1 50, 1 100 and 1 200th of a second; also, self-timer, built-in flash, rapid-winding lever, double exposure prevention, self-cocking lever, cable and tripod sockets. Custom finished in black morocco leather and satin chrome. Priced at only $79.95.

EDIXA STEREO ... MODEL IA

Glamorous as it is efficient, the Edixa Stereo IA will give you pictures of "exhibition" quality. Two matched 35-mm., f 3.5 Steinheil Cassar lenses assure you of crisp, needle-sharp color pictures every time! The rapid-winding lever transports the film, cocks the shutter, moves the film counter and prevents double-exposures. The Vario shutters will give you a choice range of speeds from 1 25th to 1 200th second; other features include a body shutter release, built-in flash, built-in accessory shoe for rangefinder, cable and tripod sockets. The Edixa Stereo IA is finished in satin chrome and black morocco leather, and is priced at only $59.95.

See these new, exclusive Edixa Stereo cameras at your local dealer or write for colorful brochure.

WIRGIN BROTHERS · EDIXA CAMERA WORKS

Wiesbaden, Germany • Since 1922

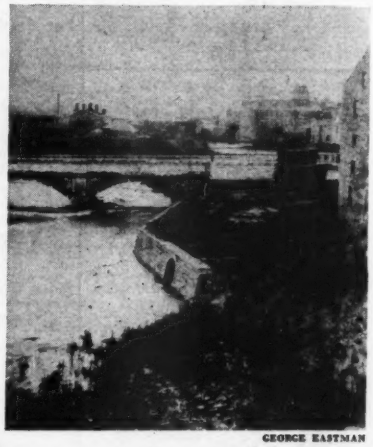
U.S.A. OFFICE: 705 BRONX RIVER ROAD, BRONXVILLE 8, N. Y.

CANADA: EDIXA CAMERA WORKS, 1191 University Street, Montreal

COFFEE BREAK

(Continued from page 14)

town Rochester. The original was an ambrotype (actually a negative which, mounted against a dark background, looked to the viewer like a positive). Signed and dated by Eastman, the original was recently presented to George Eastman House by George B. Dryden of Chicago.



GEORGE EASTMAN

Rochester's Genesee River in 1877 ... famous amateur's first

JUST THE COLOR, MA'AM • • •

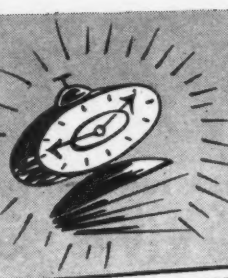
Art Christen of the *Springfield Daily News* (Ohio) reports a new use for color transparencies which bodes ill for our shadier citizens.

Sgt. William Ruef and Patrolman Floyd Womacks of the Police Identification Bureau have devised a new type mirrored projection box which throws a life-like image from a 35mm color transparency on a beaded glass screen.

Their Rogues' Gallery in color has distinct advantages over black-and-white photos since skin tones, coloration of hair, etc., show up much better.

COMING NEXT MONTH • • •

- ***Flash Jubilee:*** This year marks the 25th birthday of the flashbulb and in honor of the occasion, we've lined up some fascinating stories on flash.
- ***Great Flash Pictures:*** An exciting picture section covering the great flash pictures of all time—of pictorial and historical interest.
- ***Flash Connectors:*** First time ever, a directory of tips, cords, plugs.
- ***How to Buy a Flash Gun:*** How to choose a flash gun for your camera, which features to look for, what will serve your needs best.
- ***Hints for Better Flash Pictures:*** Taking and technical hints for turning you into an expert flash user and increasing your picture making abilities.
- ***Sun or Shade:*** Which is the best lighting for color pictures of pretty girls? Howard Zieff demonstrates both techniques.



Wake Up to PEERLESS

A PEERLESS SENSATION!

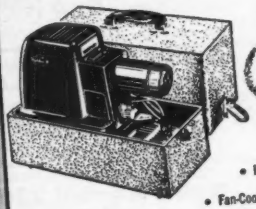
YOU SAVE $27.80 ON A BRAND NEW

KODASLIDE HIGHLUX III

300 WATT SLIDE PROJECTOR

with 5" f3.5 Coated Ektanon Lens

PLUS: KODASLIDE — HIGHLUX — BLOWER CASE



List $54.75!

26.95

Ship. Wt. 10 Lbs.

- High Light Output
- Fan-Cooled for Slide Protection
- Built-in Elevation
- Ready Access to Optics
- Easy to Use
- Sturdy Construction
- Discontinued
- Long Cord

A SPECTACULAR SPEEDLIGHT BUY

SAVE $33.55! BRAND NEW!

LATEST MODELS! FACTORY PACKED!

THRIFT-LITE IIX ELECTRONIC FLASH UNIT

List $59.50! Ship. Wt. 5 Lbs.

25.95

- Super Fast Flash—1/1000 Sec
- Completely Portable
- Unit Weighs Only 1.7 lbs.
- 60 Watt Seconds
- Complete One Piece Unit

ACCESSORIES FOR THRIFT-LITE

BATTERY PACK	List 24.50	Sale 14.95
EXTENSION LIGHT	List 29.95	Sale 21.00
INTENSIFIER (Doubles Light Output)	List 24.50	Sale 14.95

PLEASE STATE NAME OF YOUR CAMERA WHEN ORDERING

ANOTHER PEERLESS EXCLUSIVE BUY!

SAVE $54.00! ON A BRAND NEW 2¼ x 2¼

Peerflekta II

TWIN-LENS FOCUSING REFLEX OUTFIT

★ CAMERA ★ CASE ★ FLASHGUN

with f3.5 Coated Lens

AN $83.95 VALUE!

29.95

Ship. Wt. 7 Lbs.

- Built-in Flash Synchro.
- Fingertip Focusing
- Sportsfinder
- 9 Speed Shutter 1 to 1/200 Sec.
- Body Shutter Release
- Double Exposure Prevention
- Matched Ctd. Lenses are Coupled in Helical Mount
- Accepts 120 Roll Film

SAVE $24.55! BRAND NEW! FAMOUS

SVE Model B

2 x 2 SLIDE PROJECTOR

5" COLOR CORRECTED LENS

- Blower Cooled
- 300 Watt Lamp
- Lightweight
- Sturdy

List $49.50!

24.95

Ship. Wt. 17 Lbs.

SAVE $46.60! USED! LATEST MODEL

ROLLEICORD V

with f3.5 Coated Xenar Lens and FULL FLASH SYNCHRONIZATION

PEERLESS' LOW LOW PRICE . . . Quantities Limited!

List $134.55!

87.95

Ship. Wt. 7 Lbs.

- Compur Rapid Shutter
- Speeds 1 to 1/500 Sec.
- Delayed Action Self Timer
- Cross Coupled Linear Scales

SAVE $256.25! FAMOUS TURRET OUTFIT

BOLEX H-16

with DeLuxe Octameter

LATEST MODEL!

16mm MOVIE CAMERA WITH 3 LENSES

Used 228.95 List $485.20!

The Three Lenses!

- 17mm f2.7 Ctd. Wollensak W.A. Lens
- 1" f1.9 Ctd. Wollensak Lens in Focusing Mount
- 3" f4 Ctd. Wollensak Lens in Focusing Mount

YOU SAVE $35.00 ON A USED

ARGUS C3

35mm CAMERA OUTFIT

★ CAMERA ★ CASE ★ FLASHGUN

with f3.5 Coated Lens

PEERLESS' LOW, LOW PRICE . . . List $66.50!

31.50

Ship. Wt. 7 Lbs.

- Coupled Rangefinder
- Speeds to 1/300
- Clip-On Carrying Case

A SENSATIONAL CAMERA OFFER!

YOU SAVE $71.00 ON A BRAND NEW

Super Certo II

35mm CAMERA • GERMAN IMPORT

f2.8 COATED TESSAR, COMPUR RAPID MX SHUTTER, FULL FLASH SYNCH.

A $119.50 Value! Ship. Wt. 5 Lbs.

48.50

PEERLESS' LOW LOW PRICE . . .

- Synchro Shutter
- Double Exposure Prevention
- Split-Field Coupled Rangefinder

ANOTHER PEERLESS SENSATIONAL OFFER!

EXCLUSIVE! SAVE $32.00! BRAND NEW!

SPECIAL PURCHASE! GERMAN IMPORT!

35mm Classic '35' OUTFIT

★ CAMERA ★ CASE ★ FLASHGUN

with f2.9 Coated Trioplan Lens

A $51.95 Value!

19.95

- Built-in Flash Synchronization
- Wide Range of 9 Shutter Speeds
- Built-in Optical Viewfinder
- Double Exposure Prevention

Ship. Wt. 5 Lbs.

IF YOU PREFER . . .

ONLY 10% DOWN!

BUYS EVERYTHING PEERLESS OFFERS AT NO INCREASE IN OUR LOW PRICES!

3 MORE PAGES of GREAT BUYS!

ONLY 10% DOWN!

BUYS EVERYTHING PEERLESS OFFERS AT NO INCREASE IN OUR WORLD-FAMOUS LOW LOW PRICES!

Wake-Up to

PEERLESS SUPER BUYS!

EVERYONE GUARANTEED ONE FULL YEAR!

ONLY A PARTIAL LIST OF GREAT BUYS . . . IF YOU DON'T SEE IT—WRITE—WE HAVE IT!

LEICA, CONTAX, NIKON, CANON

	New	Used
Canon IV S 2 f1.8 Serenar ℄	$284.00	$136.50
Contax I f2.8 Tessar		45.95
Contax II f2 Sonnar		82.50
Contax III f2 Sonnar		108.95
Contax IIA f1.5 Sonnar ℄*	374.00	168.95
Contax IIIA f2 Sonnar ℄*	383.00	189.95
Contax IIIA f1.5 Sonnar ℄*	412.00	194.50
Leica IIIC f3.5 Elmar ℄		89.95
Leica IIIC f2 Summitar ℄		119.95
Leica IIIF f3.5 Elmar ℄*	237.00	131.95
Leica IIIF f2 Summicron ℄*	336.00	177.50
Leica IIIF f1.5 Summarit ℄*	357.00	185.95
Nikon f2 Nikkor ℄*	269.00	152.95
Nikon f1.4 Nikkor ℄*	299.95	165.95

35mm SINGLE LENS REFLEX

Exa f2.8 Westar MX℄	$ 85.00	$ 44.50
Kine Exakta f3.5 Tessar ℄*		69.95
Kine Exakta II f2 Biotar		99.95
Exakta V f2 Biotar MX℄		118.95
Exakta VX f2.8 Auto Westanar	239.50	149.95
Exakta VX f1.9 Auto Xenon	341.70	195.95
Contaflex f2.8 Tessar Auto RF ℄*	169.00	83.95
Contax D f2 Biotar P.S. ℄*	199.00	118.95
Rectaflex f2 Xenon RF ℄*, case & shade	350.00	136.95

35mm CAMERAS

Bolsey B-2 RF, case and flash	$ 66.50	$ 39.95
Bolsey C22 f3.2 Reflex RF ℄*	99.50	66.95
Kodak Flash Bantam f4.5 ℄*	56.00	28.95
Kodak Pony 828 f4.5 C*	29.50	16.95
Kodak Pony 135 f4.5 C*	29.75	17.50
Retina II f2 Xenon RF		58.95
Kodak Retina IIA RF MX℄	127.50	70.95
Kodak Town & Country f3.9 RF case & flash	75.00	48.95
Kodak Auto Retina III C f2 Xenon*℄	185.00	116.95
Minox IIIS chain & case*	139.50	84.95
Minox II f3.5℄		48.95
Robot Star f1.9 Xenon Rap Seq. ℄*	127.50	78.95
Voigt Prominent f2 RF MX ℄	220.00	130.95
Voigt Vitessa f2 RF MX℄	127.50	83.95
Voigt Vito II f3.5℄*	54.50	23.95
Voigt Vito III f2 RF MX*	119.50	78.95

35mm STEREO CAMERA

Iloca II f3.5℄*	$ 69.50	$ 48.95
Kindar f3.5 RF℄*	99.50	58.95
Revere f3.5 RF℄*	174.50	73.95
Stereo Realist f3.5 RF℄*	159.00	65.95
Stereo Realist f2.8 RF℄*	198.50	106.95
TDC Colorist f3.5℄*	99.99	68.95

2¼ x 2¼ REFLEX CAMERAS

Ciroflex D f3.5℄	$ 75.00	$ 46.95
Ciroflex F f3.2 MX℄		66.95
Dejur f3.5℄	99.50	48.95
Graflex 22 f3.5 C*	93.00	46.95
Hasselblad f2.8 Ektar/1600 C*	476.00	278.95
Hasselblad f2.8 Ektar/1000 F	379.50	198.95
Ikoflex IIA Auto f3.5 Tessar MX℄*	126.00	73.95
Kodak Reflex II f3.5℄*		59.95
Ricohflex VI f3.5℄*	44.95	19.95
Rolleicord III f3.5 Zeiss ℄*		66.95
Rolleicord IV f3.5 Xenar MX℄	149.50	66.50
Latest Auto Rollei III f3.5 Xenar MX℄	234.50	133.95
Latest Auto Rollei III f3.5 Tessar MX℄	249.50	143.95
Latest Auto Rollei 2.8 C f2.8 Xenctar MX℄	309.50	182.95

SLIDE PROJECTORS

Argus PB 300, case*	$ 48.50	$ 25.95
GoldE Manumatic 300 W.*	58.50	25.95
GoldE Coronet 300 W, case*	44.75	21.95
GoldE Reflex 300 W, case 2¼*	86.50	48.95
Kodaslide Signet 500 W*	72.50	48.95
Kodaslide Table Viewer 4x	37.50	26.95
LaBelle 55 Automatic 500 W*	95.00	49.95
LaBelle 75 Auto Remote 500 W case*	154.95	95.95
Revere 444 300 W*	69.50	30.95
TDC Headliner 300W Semimatic*	49.99	21.95
TDC Streamliner 500W Semimatic*	84.50	48.95
TDC Project-or-View 150W	69.50	46.95
TDC Project-or-View 200W*	77.50	47.95
TDC Stereo Projector 500W*	169.50	98.95
TDC Stereo Projector View 300W*	144.50	92.95
Viewlex V33L 300W*	67.00	38.95
Viewlex V35L 500W*	79.95	44.95

(Symbols: RF Coupled Rangefinder, ℄ Coated, * Flash Shutter)

Highest TRADE-IN ALLOWANCE

Only 10% Down • EASY TERMS!

NEW LOW PRICE!

SAVE $207.80! Brand New!

EXCLUSIVE! LATEST MODEL GERMAN

HEXACON '35'

SINGLE-LENS REFLEX CAMERA with f2.8 Coated PRE-SET TESSAR

Value $299.75!

91.95

Ship. Wt. 5 Lbs.

- Delayed Action Self-Timer
- Built-in Synchronization for Flash and Strobe
- Shutter Speeds from 1 to 1/1000
- Pentaprism Eye-Level Through-The-Lens Focusing
- Automatic Exposure Counter

BRAND NEW HEXACON '35' WITH:

f2 Coated T.H.C.—Value $400.00	94.95
f1.9 Ctd. Pre-Set Meyer Lens—Value $299.75	91.95

FREE! $29.75 KODAK B.C. EKTALUX FLASHGUN with Each Purchase of . . .

HEXACON '35' with f2. Coated Pre-Set C.Z. Lens — Value $388.75! **124.95**

PLENTY ON HAND!

VERY LATEST MODELS! German Import! Save $91.55! 35mm Single-Lens Reflex

RIVAL 35 MX REFLEX

with f2.8 Coated Lens

A $139.50 Value! NEW LOW PRICE! Ship. Wt. 5 Lbs.

BRAND NEW **47.95**

- Built-in Synchronization for Flash and Strobe • Combined Reflex Finder & Eye-Level Sportsfinder • Focal Plane Shutter Speeds ½ to 1/500 • Auto Film Transport & Shutter Cocking

RIVAL 35-MX REFLEX WITH

	Value	Now
f1.9 Coated Meyer	$189.50	87.50
f3.5 Coated Preset Tessar	$139.50	69.95
f2.8 Coated Preset Tessar	$169.50	78.95
f2 Coated Taylor Hobson Cooke	$330.00	79.50
f2 Coated Preset Zeiss Lens	$220.00	94.95

BRAND NEW

Save $90.55! 35mm Single-Lens Reflex

PRAKTICA FX

with f2.8 Coated Lens

A $139.50 Value! NEW LOW PRICE! • Same Features As Above

BRAND NEW! **48.95**

PRAKTICA FX WITH

	Value	Now
f1.8 Coated Meyer	$189.50	89.50
f3.5 Coated Preset Tessar	$139.50	74.95
f2.8 Coated Preset Tessar	$169.50	77.50
f2 Coated Preset Zeiss Lens	$220.00	98.95
f2 Coated Taylor Hobson Cooke	$330.00	83.95

BRAND NEW!

A SENSATIONAL OFFER

SAVE $37.00! BRAND NEW!

35mm RIVAL '35'

with f2.9 Coated Lens
Peerless Low Price . . .
Value $59.95!
Ship. Wt. 5 Lbs.

22.95

• 9 Shutter Speeds to 1/250 Sec. • Built-in Flash Synch. • Double Exposure Prevention • Automatic Film Counter • Parallax Corrected Viewfinder • Body Shutter Release • Fingertip Focusing

YOU SAVE $49.50 ON A USED

KODAK SIGNET OUTFIT

★ CAMERA ★ CASE ★ FLASHGUN

f3.5 Coated Ektar Lens — List $91.45
- Flash Syncronized
- Double Exposure Prevention
- Coupled Rangefinder & Viewfinder

41.95

Ship. Wt. 5 Lbs.

YOU SAVE $115.55 ON A USED

8mm BOLEX H-8

with f1.9 Coated Lens — List $259.50!
- 3 Lens Turret
- Tri-Focal Viewfinder

Used 143.95

BOLEX B8, Turret, f2.8 Ctd. Lens
List 119.50 Used 68.50 Ship. Wt. 5 Lbs.

YOU SAVE $45.55 ON A USED

35mm ARGUS C-4

with f2.8 Coated Lens — List $89.50!
- Coupled Rangefinder
- Built-in Flash Synchronization
- Double Exposure Prevention

43.95 Ship. Wt. 5 Lbs.

YOU SAVE $23.00 ON A USED

Bell & Howell 220

8mm MOVIE CAMERA — List $49.95!

f2.5 Coated Lens
- "Sun Dial" Lens-Setting Device
- Continuous and Single Frame

26.95 Ship. Wt. 5 Lbs.

YOU SAVE $29.00! On A Used Famous

TDC MAINLINER

2 x 2 SLIDE PROJECTOR with Selection Auto Changer — List $59.50!
- Coated Lens
- 300-Watt Lamp
- Blower Cooling
- Fingertip Focusing

30.50 Ship. Wt. 16 Lbs.

YOU SAVE $113.55 ON A USED

Auto Rolleiflex MX

with f3.5 Tessar Lens — List $239.50!
- Syncronized MX Shutter
- Built-in Self Timer
- Speed From 1 to 1/500 Sec.

125.95 Ship. Wt. 7 Lbs.

Auto Rollei—f3.5 Xenar, Ctd. List 219.50 118.95

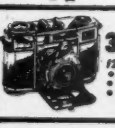
YOU SAVE $17.80 ON A USED

Federal 269 Enlarger

with 3½" Coated Lens — List $39.75!
- Negatives from 35mm to 2¼x3¼
- 75 Watt Lamp

21.95 Ship. Wt. 30 Lbs.

SAVE $58.85! USED! LATEST!



35mm CONTESSA MX

f2.8 Ctd. Carl Zeiss Tessar — List $142.00!
- Full Flash Synch.
- Compur Rapid Shutter
- Coupled Rangefinder Speeds from 1 to 1/500

83.95 Ship. Wt. 5 Lbs.

A PEERLESS SENSATION!

YOU SAVE $41.55 ON A BRAND NEW! IMPORTED FROM GERMANY

35mm WELTI I

with f2.9 MEYER TRIOPLAN LENS

PEERLESS' LOW LOW PRICE . . . **25.95**

TOTAL LIST $67.50! Ship Wt. 5 Lbs.
- 9 Shutter Speeds—1 Sec. to 1/200
- Built-in Flash
- Double Exposure Prevention
- Parallax Corrected Viewfinder
- Auto Film Counter
- Body Shutter Release
- Helical Focus Mount
- Depth of Focus Scale
- Tripod Socket

PEERLESS CAMERA IF YOU DON'T SEE IT ON THESE PAGES—WRITE FOR IT—WE HAVE IT—AT PEERLESS' FAMOUS LOW PRICES!

PEERLESS

YOU SAVE $51.45 ON A BRAND NEW

EICOR 400 TAPE RECORDER OUTFIT

Complete with Microphone Case & Take-up Reel!

List $119.95! Ship. Wt. 25 Lbs. **68.50**

- Record up to 2 full hours & Plays Back to 3¾" per second
- Fast Forward & Rewind Speeds

RIVAL PLASTIC SOUND RECORDING TAPE

3 Rolls 7" Tape.....List 16.50 only 10.50
3 Rolls 5" Tape.....List 10.50 only 6.49

SAVE $77.50! 750 WATT! USED!

Ampro FUTURIST

8mm MOVIE PROJECTOR

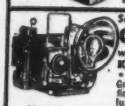
- Blower-cooling
- 400 Ft. Reel
- Forward, reverse, still
- Auto Rewind

List $159.50! NOW ONLY **82.00** WHILE THEY LAST!

Save $126.95 Brand New! 4x5 Pacemaker

CROWN GRAPHIC OUTFIT

with Ektalite Field Lens and Graflex Back



KODAK BC EKTALUX PRESS FLASH GUN

- Camera with 135mm f4.7 Ctd. Graflex Optar Lens
- Kalart Rangefinder Installed
- Kodak B.C. Ektalux Press Flash Gun with Synchro Switch and Solenoid Installed

List $326.90! **199.95** Wt. 16 Lbs.

Discontinued

YOU SAVE $33.55 ON A USED

KODAK STEREO

with f3.5 Ctd. Lenses List $84.50!

- Built-in Flash Synch.
- Double Exposure Prevention

50.95 Ship. Wt. 5 Lbs.

YOU SAVE $53.00 ON A USED

B&H MONTEREY

8mm MOVIE PROJECTOR Formerly $99.95!

with f1.6 Coated Lens

- 500 W. Illumination
- Fast Motor Rewind
- Blower Cooling

46.95 Ship. Wt. 17 Lbs.

YOU SAVE $6.00 ON A BRAND NEW

D•JUR 5B EXPOSURE METER

Complete with Case!

- For Black & White, Color, Movie or Stills
- ASA Indexes from .8 to 800
- Stop Range from f1.4 to f45. Limited Quantities!

List $15.95 **9.95** Ship. Wt. 3 Lbs.

YOU SAVE $188.05 ON A USED

Zeiss CONTAX IIA

with f2 Ctd. Sonnar Lens

- Focal Plane Shutter
- Full Flash Synch.

List $345.00 **148.95**

CONTAX IIA f1.5 Ctd. Sonnar List $412.00 $198.95

YOU SAVE $46.05 ON A USED

LA BELLE 500

2 x 2 SLIDE PROJECTOR List $95.00!

f3.5 Coated Lens

- 500-Watt Lamp
- Blower Cooled
- Automatically Feeds and Changes Slides

49.95 Ship. Wt. 10 Lbs.

SAVE $50.80! USED, FAMOUS

POLAROID 95

"PICTURE-IN-A-MINUTE"

with Coated Lens Ship. Wt. 10 Lbs.

- Built-in Flash Synchronization
- Focuses from 3¼ Feet to Infinity
- Model '99' Takes 3¼"x4¼" Pictures

List $89.75! **38.95**

GREAT SAVINGS ON USED FAMOUS MAKE

EXPOSURE METERS

SAVE $15.45! USED! FAMOUS MAKE!

WESTON MASTER II

EXPOSURE METER LIST $39.95! **14.50**

	LIST	USED
NORWOOD DIRECTOR	32.95	$18.95
G. E. PR-1	32.50	18.50
DUAL SIXON	17.50	10.50

Average Shipping Wt. 3 Lbs.

FREE! SIX TDC SLIDE TRAYS!

For Rapid Indexing, Viewing & Storage of 180 Slides With the Purchase of This Slide Outfit!

Three Great Names Combine to Bring You This Spectacular Offer!

PEERLESS ★ Bell & Howell ★ TDC

SAVE $26.05! BRAND NEW! 300 WATT Blower Cooled Projector

TDC Showpak 300 OUTFIT

- COMPLETE WITH CASE,
- SEMIMATIC CHANGER
- 6 FREE TRAYS!

TOTAL LIST $66.00! Complete Outfit Only **39.95**

- Discontinued Model
- 4" COATED ANASTIGMAT LENS
- BLOWER COOLED
- ALL METAL CONSTRUCTION

Ship. Wt. 16 Lbs.

EXCLUSIVE! AT THE LOWEST PRICES EVER!

Hambletonian BINOCULARS

- PRISM
- BRAND NEW!
- HIGH POWER!
- ALL METAL CONSTRUCTION!

COMPLETE WITH LEATHER CASE AND STRAPS!

High Magnification, Maximum Image Brightness and Large Objective Lenses Make the 7 x 50 Binocular Ideal for:

- NAVIGATION
- EXPLORATION
- YACHTING
- NIGHT VIEWING

Brand New 7 x 50 BINOCULAR

- Prism
- Individual Focus
- Lightweight
- High Power

22.50

OTHER GREAT HAMBLETONIAN VALUES:

7x50 Binoculars — Central Focus — Now Only	24.50
7x35 Binoculars — Individual Focus — Now Only	21.50
7x35 Binoculars — Central Focus — Now Only	24.50
8x30 Binoculars — Individual Focus — Now Only	18.50
16x50 Binoculars — Central Focus — Now Only	34.95

OTHER SIZES AVAILABLE AT COMPARABLE SAVINGS

Add 10% F. E. Tax

ORDER YOURS TODAY!

1955 CATALOG

BIGGER AND BETTER THAN EVER

The greatest array of famous makes • Imports • Major Equipment and accessories • Completely illustrated with full description • Current New & Used Prices • Many, many famous new Peerless Exclusives! Also Tape Recorders • Binoculars • Audio Equipment. Gift Suggestions!

Order Yours Today! Only 10¢ Per Copy 25¢ Back On 1st Purchase

NEW REVISED EDITION

TRADE-IN NOW!

PEERLESS ALLOWANCES ARE HIGHER FOR YOUR PRESENT EQUIPMENT! BUY NOW — THE BEST FOR LESS!

PEERLESS SUPER BUYS!

EVERYONE GUARANTEED ONE FULL YEAR!

ONLY A PARTIAL LIST OF GREAT BUYS . . . IF YOU DON'T SEE IT—WRITE—WE HAVE IT!

8mm CAMERAS

	New	Used
B&H 134V f2.5ε	$ 89.95	$ 39.95
B&H 134TA f1.9 Turε	159.95	98.95
B&H 172 B f1.9 Magε	164.95	99.95
B&H 172A f1.9 Mag. Turε	199.95	117.95
B&H 252 f2.3 Montereyε	59.95	38.95
Bolex C 8 f2.8 Yvarε	89.50	62.95
Bolex L 8 f2.8 Yvarε		48.95
Bolex H 8 De Luxe f1.9 Turε	365.75	246.95
Bolex 8mm Pancinor f2.8ε	219.50	142.95
Kodak Brownie f2.7ε	37.50	20.95
Kodak Brownie f1.9ε	46.75	31.95
Cine Kodak Reliant f2.7ε	84.50	51.95
Cine Kodak Magazine f1.9ε	149.50	68.95
De Jur Citation f2.5ε	77.50	37.95
De Jur Embassy f2.5 Magε	106.95	56.95
De Jur Fadematic f1.9ε	149.50	92.95
Keystone K-29 Pathfinder f2.8ε	49.95	28.95
Keystone K-30 Capri f2.8ε	54.95	33.95
Keystone K-32 Olympic f2.5ε	79.95	45.95
Keystone K-35 Olympic Tur f1.9ε	119.95	76.95
Keystone Bel Air f2.5 Magε	89.50	46.95
Keystone Riviera f1.9 Mag Turε	139.95	91.95
Revere 50 f2.8ε	49.50	23.95
Revere 55 f2.8ε case	73.50	43.95
Revere 88 f2.5ε	74.00	32.95
Revere 99 f2.8 Turε	99.50	53.95
Revere 80 f2.5ε	97.50	42.95
Revere 84 f1.9 Turε	147.50	83.95
Revere 67 f2.8 Mag Turε	119.50	58.95
Revere 40 f2.5 Magε	99.50	52.95
Revere 44 f1.9 Mag Turε	154.50	92.95
Revere 861 f19 Magε	137.50	80.95
Revere 863 f25 Mag Turε	142.50	83.95

8mm PROJECTORS

B&H 221 500 W Case	$ 84.50	$ 49.00
B&H Regent 500 W Case	179.95	103.95
Bolex M-8 500 W Case	169.50	112.95
De Jur 750 W Case	159.50	82.95
De Jur 1000 W Cordomatic Case	177.50	104.95
Keystone K70C Brightbeam 500 W Case	69.50	39.95
Keystone K80 500 W Case	89.95	67.50
Keystone K95, 750 W. Case	119.50	68.95
Revere 85, 500 W. Case	124.50	57.95
Revere 90, 750 W. Case	159.50	66.95

ROLL FILM CAMERAS

Ansco Super Speedex f3.5 RFε*	$119.50	$ 78.95
Kodak Chevron f3.5 RF 800 MX	158.50	128.95
Kodak Medalist II f3.5 Ektarε*	304.75	105.95
Polaroid Pathfinder f4.5 RF	249.50	146.95
Super Ikonta A f3.5 Tessar RFε*	163.00	55.95
Super Ikonta BX f2.8 Tessar RFε*	99.00	99.95
Voigt Bessa II f3.5 RF MXε	124.50	57.95

PRESS CAMERAS

45 Ann. Graphic RF f4.7 lens		95.95
2¼x3¼ Century Graphic f4.5 KRF ε*	$145.45	96.95
4x5 Super D Graflex f5.6 Ektar Auto Dia ε*	299.50	158.95
2x3 Linhof Super Tech RF 3-lenses comp.	569.90	317.95
4x5 Linhof Super Tech RF f4.5 MX	389.75	206.95
2¼x3¼ Pacemaker Speed f4.5 KRFε*	313.95	146.95
3¼x4¼ Pacemaker Crown f4.7 KRFε*	267.45	169.95
4x5 Pacemaker Crown f4.7 KRFε*	315.45	138.95

(Symbols: RF Coupled Rangefinder, ε Coated, * Flash Shutter)

Highest TRADE-IN ALLOWANCE

Only 10% Down • EASY TERMS!

MONEY-BACK GUARANTEE!

All Items Offered Subject to Prior Sale! 10 Day Free Trial! 1 Full Year of Service! Add Estimated Shipping Costs. We'll Refund Every Cent Not Used! If you prefer C.O.D. Please Send 10% Deposit. The Supply of Some Items is Limited. Since Orders Are Filled in Sequence, Rush Your Mail Orders in Today! Worthy Substitutions May Be Made, Unless We are Advised to the Contrary!

PRICES SUBJECT TO CHANGE WITHOUT NOTICE!

PEERLESS CAMERA STORES

415 Lexington Avenue, New York 17, N. Y.
Dept. M-9

☐ I WANT TO BUY_____

☐ I WANT TO TRADE_____

☐ Send New GIANT CATALOGUE. Enclosed find 10¢

Cash ☐ M.O. ☐ C.O.D. ☐

☐ Time Payment 10% Down Enclosed

NAME_____

ADDRESS_____

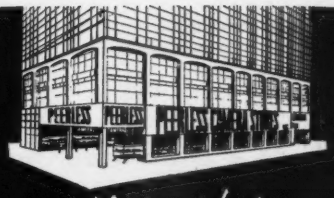
CITY/TOWN_____ STATE_____

PEERLESS CAMERA

415 LEXINGTON Ave. at 43rd St. N.Y. 17
Opp. Grand Central Terminal · MU 7-1000

MAIL COUPON TODAY

PEERLESS



Offers 2 Great Exposure Meter Values!

for PERFECT EXPOSURES EVERY TIME!

the **BROCKWAY** *M-2 Model*

the **BROCKWAY** *m-3 Model*

NORWOOD Director EXPOSURE METER

the BROCKWAY *M-2*

Still setting exposure meter standards . . . for accuracy, versatility!

Known in Hollywood as the standard of the studios! Depended upon throughout the world by amateurs and professionals. For exact exposure indication the Brockway M-2 provides unequalled accuracy and dependability.

It measures the right light in the right way by measuring the incident light (the light falling on the subject). With the M-2 the same light that illuminates the subject is collected and automatically integrated by the photosphere, a miniature representation of the camera side of the subject, so that the M-2 indicates the exact midpoint of the brightness range . . . an exclusive Brockway feature!

Only $32.95

Direct Readings in f/stops — with the direct reading scale and appropriate slide.

Complete Ranges with the comprehensive, built-in calculator for ASA 0.1 to 1000 films; shutter speeds 1/1200th to 120 seconds; lens openings f/1.4 to f/45.

Contrast Control with the Photodisk — for balancing flash with sunlight outdoors, main lights and fill-ins indoors.

Brightness Range Control with the Photogrid, especially in color photography. The Photogrid also permits measurement of reflected light, in the rare cases where incident light measurement is impractical.

the BROCKWAY *m-3*

The most compact true incident light meter . . . simply point and read!

The M-3, a direct reading incident light meter, embodies all the proven accuracy and the unique photosphere principle of the famous M-2. It gives exact incident light exposure readings without the use of dials or calculators. It is compact, lightweight (under 2 ounces) and clips on to your pocket like a pencil . . . equipped with two slides for Kodachrome movies and stills.

CHECK THESE FEATURES . . .

- **Direct reading — simply point and read for the one perfect exposure.**
- **Measures true incident light — uses the exclusive Norwood Photosphere.**
- **Exceptionally compact — weighs less than 2 ounces.**

Only $16.95

BROCKWAY
EXPOSURE METERS
MEASURE THE *RIGHT* LIGHT

TRADES ACCEPTED

SPECIAL!
RECONDITIONED
NORWOOD DIRECTOR
Exposure Meters
Factory Rebuilt to "Brand New" Perfection!
ONLY **16.95**

PEERLESS CAMERA

415 LEXINGTON Ave. at 43rd St. N.Y. 17
Opp. Grand Central Terminal · MU 7-1000

TO ORDER USE COUPON ON THE REVERSE SIDE!

FOR THE FIRST TIME AMATEURS MAY GET SPECTACULAR CINEMASCOPE EFFECTS WITH NO SPECIAL TECHNIQUE OR EQUIPMENT OTHER THAN THE VISTASCOPE LENS

"FOR THE FIRST TIME AMATEURS MAY GET SPECTACULAR CINEMASCOPE EFFECTS WITH NO SPECIAL TECHNIQUE OR EQUIPMENT OTHER THAN THE VISTASCOPE LENS . . ."

Henry Provisor, Home Movies

for breathtaking *excitement* in your movies and slides

VISTASCOPE

ANAMORPHIC LENS

3-DIMENSIONAL REALISM WITHOUT GLASSES!

Take your audience with you on a roller coaster ride—get both a closeup and a long shot in a single shot. Take the same kind of spectacular anamorphic pictures you have seen in theaters! With Vistascope, you have 2 focal lengths (one for width, one for height) instead of one, creating a third dimension. An anamorphic lens differs in this respect from any other lens in the world, including wide angle and telephoto lenses.

$75 for 8 mm

$125 for 16/35 mm

ASK YOUR DEALER FOR A FREE DEMONSTRATION

GET 50% MORE IN EACH SHOT!
The Vistascope lens sees 50% more horizontal area (close one eye and you see what ordinary lenses see—use both eyes and you see the wide area of interest that Vistascope sees)—and squeezes that picture on to a standard frame, either movie or slide.

PROJECT 50% WIDER PICTURES!
Used on your projector, the Vistascope lens unsqueezes the picture it took when it was on your camera—and projects the full image on to a wall or standard screen.

USE THE SAME LENS ON BOTH CAMERA AND PROJECTOR!
Using standard filter rings, you can attach the Vistascope lens to all popular 8 and 16 mm cameras and projectors, or to any 35 mm camera having a lens of 65 mm or more focal length. It will fit on 35 mm slide projectors, and on Rolleiflexes using the Rolleikin.

SAVE 50% ON FILM COSTS!
Eliminate panning. One shot now does the work that 2 or 3 did previously. Use standard black and white or color film, standard processing methods.

NO MORE "CLOSE-UP DISTORTION"
No abnormal features or "caricature portraits" on close-ups. No distorting of straight lines into curves. You get clear definition and even illumination from edge to edge.

SO SIMPLE TO USE!
All these thrilling new effects are as easy as clicking a shutter when you slip Vistascope on to your regular or telephoto lens.

MAIL TODAY FOR FULL INFORMATION AND NAME OF NEAREST DEALER

J. L. GALEF & SON, Inc., 85 Chambers St., N. Y. 7, N. Y. MP9

Please send me Vistascope booklet and name of my nearest dealer.

Name_____

Address_____

City_____ Zone_____ State_____

I am interested in the following use for Vistascope

☐ 8mm ☐ 16mm ☐ 35mm ☐ Amateur ☐ Professional
☐ Industrial ☐ Medical & Scientific ☐ Athletic
☐ Other_____

THE AUTOMATIC PENTACON

AUTOMATIC PENTACON WITH:

50-mm f/2 fully automatic preset diaphragm Westagon $259.50

50-mm f/1.5 preset diaphragm Angenieux S21 $299.50

Here is the aristocrat of the automatic single-lens reflexes—the luxurious and impressive 35-mm Pentacon, superb product of German engineering. The Pentacon shows you the actual picture you are getting in the enlarged, film-size, eye-level prism viewfinder up to the instant of exposure to assure complete control of composition, image sharpness and depth of field. The image is erect with sides unreversed—a distinct advantage in sports and other fast action photography.

Some of the other outstanding Pentacon features are: coupled film transport and shutter cocking; speeds from 1 second to 1/1000th with a focal plane shutter; built-in synchronization for regular and electronic flash; built-in delayed action self-timer; interchangeability of lenses ranging in focal length from 28 to 1,000-mm; no parallax; available with a complete line of fully automatic and preset diaphragm lenses.

THE AUTOMATIC PRAKTIFLEX FX

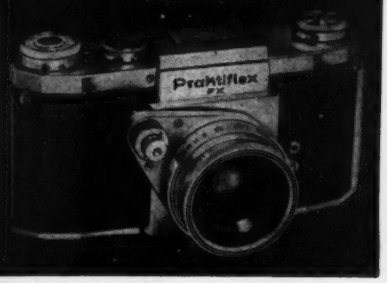
AUTOMATIC PRAKTIFLEX FX WITH:

50-mm., f/2.8 fully automatic Isco Westanar $139.50

50-mm., f/2 fully automatic Isco Westagon $179.50

The Automatic Praktiflex FX is the latest model of the camera that has made photographic history by bringing you the countless advantages of the 35-mm., single-lens, reflex system with the versatility, operating speed and ease of the fully automatic preset diaphragm lens at a very moderate price.

The Automatic Praktiflex FX gives you the exact picture you see on the viewfinder ground glass by means of through-the-lens focusing—no parallax, complete control of composition, sharpness and depth of field, an upright image on the ground glass. Other features include: interchangeability of lenses from 28 to 1,000 mm., including a complete line of fully automatic and preset diaphragm lenses; built-in synchronization for regular and electronic flash; speeds from 1/2 to 1/500th second with focal plane shutter; and coupled film transport and shutter cocking.



available now!

AT YOUR DEALER • A FABULOUS NEW BOOK

35mm Photography With a Praktiflex

An authoritative manual for Praktiflex Camera owners containing complete information for the use of each feature of the Praktiflex representing the practical experience of an internationally known photographer and author. There are chapters devoted to lenses, portraiture, nature studies, photographing flowers, sports, pictorial, aerial, copying, and microscope photography with the Praktiflex. Use of bellows, extensions, extension tubes, copying of letters, documents and stamps are clearly explained and illustrated. Over 90 excellent photographs. 132 pp., cloth bound, 5½x9". Price $3.00. See it at your dealer. Brochure free on request.

OVER 90 CONSTRUCTIVE ILLUSTRATIONS TO GUIDE YOU

AUTOMATIC WESTANAR

f/2.8, 50mm

Here is an excellent standard lens of high definition and quality. Renders gratifying results of professional caliber. Its 50mm focal length and f/2.8 speed make it suitable for general and specialized photography. The Westanar is a four-element lens with all qualities of a most modern objective.

Automatic Westanar f/2.8, 50mm lens is priced at . . . $69.50

AUTOMATIC WESTAGON

f/2.0, 50mm

The Westagon is a fast lens for general, action and dim-light photography, the product of the famous German factory, Isco-Gottingen. It has a focal length of 50mm with a maximum aperture of f/2.0. This added speed may make the difference between getting a picture and losing it. The Westagon is a six-element lens of advanced, postwar design.

Automatic Westagon f/2.0 lens is priced at . . . $110.00

FOR MORE INFORMATION, SEE YOUR DEALER OR WRITE

PRAKTICON CO., INC. 705 BRONX RIVER ROAD BRONXVILLE 8, NEW YORK

Exclusive factory appointed representative in the U.S.A. for Sales and Service of Pentacon and Praktiflex Cameras

the last word

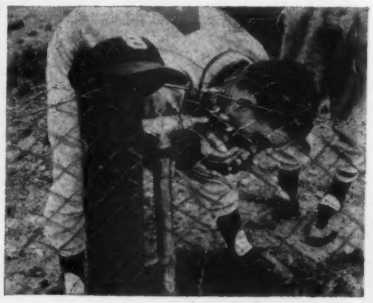
Anybody Want to Swap?

I have quite a number of British photographic magazines. I wonder whether you would be so kind as to bring to the notice of your readers my desire to exchange these with a reader of your magazine for old copies of MODERN PHOTOGRAPHY.
Andrew Pryde
1 Rankin Ave.
Edinburgh 9, Scotland

Where to Find Pictures

Sirs:

I think an amateur photographer can have fun and gain a lot of experience in sports photography by shooting pictures of the smaller baseball



league teams and clubs. There you have freedom of movement and choice which you don't have with the big time teams. This picture was taken one Sunday afternoon while a small town baseball team was playing one of their home games. I used an Exakta VX with a Biotar f/2 lens, and Plus-X film. Exposure was f/8 and 1/100 sec.
Milwaukee, Wisc. C. Rady

About Copyright

Sirs:

What's the dope on getting a picture protected by a copyright? How to do it? What's the cost, and so forth?
Watford City, N.D. W. A. Jacobsen

• *All the answers are clearly stated in* Where and How to Sell Your Pictures *by Arvel W. Ahlers—available for $1.95 from* MODERN PHOTOGRAPHY'S *bookstore—Ed.*

A Matter of Feet . . .

Sirs:

One of the senior editors of MODERN PHOTOGRAPHY should take Tommy Thomas aside for a man-to-man talk about the facts-of-flat (MODERN PHOTOGRAPHY, June, *page 92.*)

If the child is old enough to know where Baby Brownies come from, he is old enough to know that a small foot in the foreground of a stereo pair will

(*Continued on page 30*)

Presenting the New...

Exakta

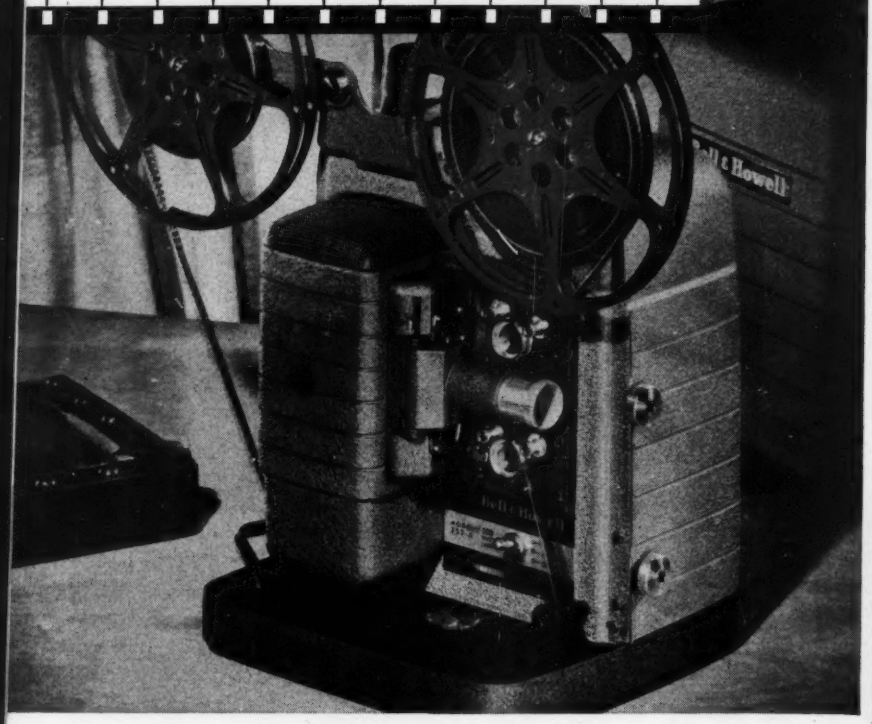
66

The New EXAKTA 66 Is Here! Exakta, universally acclaimed for its ingenious Exakta System, now brings to photographers around the world, the EXAKTA 66 . . . an inimitable single-lens reflex camera in the 2¼ x 2¼-inch size, with these purposeful Exakta features: freedom from parallax • 29 shutter settings from 1/1000th to 12 full seconds • delayed action self-timer • automatic film transport and shutter cocking by one turn of the dial shutter release signal flag • double exposure prevention • device for intentional double exposures • interchangeable lenses • preset diaphragm lenses • interchangeable waist-level viewfinder condenser lenses providing brighter images for focusing • powerful magnifier for critical focusing • removable film magazines for easy loading • film note device • fully synchronized for regular and electronic flash • adjustable scale for flash delay within 0-20 millisecond range • takes bellows extensions, extension tubes and microscope adapters. The EXAKTA 66 with 80 mm f/2.8 Zeiss Tessar Preset Diaphragm Lens is priced at $519.50. We invite you to inspect the exciting New EXAKTA 66 at your dealer.

EXAKTA CAMERA COMPANY, 705 Bronx River Road, Bronxville 8, N. Y.

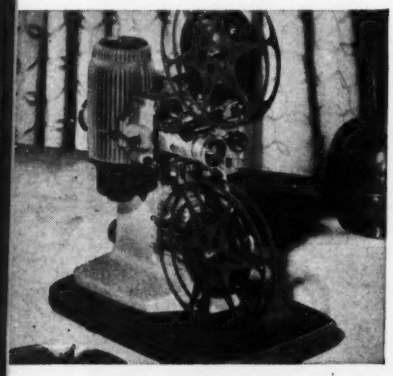
Exclusive Factory Appointed Representatives in the U.S.A. for sales & Service of Exakta and Exa Cameras

EXPERIENCE LEADS TO BELL & HOWELL

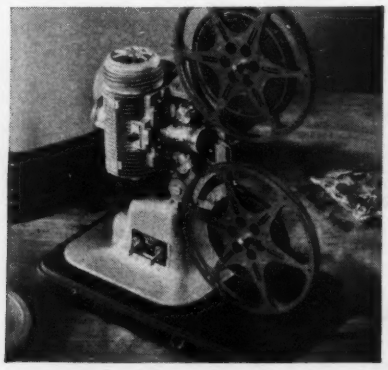


Now at $79.95 the 253 Monterey is today's top movie projector value!

Here's good news for owners of 8mm cameras! The projector you've wanted—Bell & Howell's 253 Monterey—is now only $79.95. *Saves you $20!* The Monterey puts more light on the screen than any other make of projector. It's built into a die-cast aluminum case. Ask your Bell & Howell dealer to show you the Monterey with the $79.95 price tag!



THE 273 STATESMAN combines "most wanted" 16mm features—brilliant, 750-watt projection, easy operation, reverse and "stills," $199.95.



THE 122 REGENT outshines all other 8mm projectors, regardless of lamp wattage. All gear drive—even in reel arms. Still picture clutch. With carrying case, $179.95.

HONORARY ACADEMY AWARD 1954
To Bell & Howell for 47 Years of Pioneering Contributions to the Motion Picture Industry

Bell & Howell

THE LAST WORD

(*Continued from page 28*)

undergo an enormous *see*-change the instant one frame is made into a flat print.

Clayton, N. Y. Hester Adams

• Mr. Thomas' reply:

You know this, and I know this and so does everybody else know this (even the Baby Brownies, I betcha) so what's the fuss all about? Illustrations of stereo that I use are taken from my personal stereo color slides (composed for three *and not two-dee).*

For instance, the silhouette-backgrounded illustration of my wife that seems to bother you happened to be an especially happy combination of flash

The feet in question

and twilight that I wanted stereo fans to know about. Since this was a column on stereo, read by people who are familiar with not having to worry much about "big feet out front looking too big," I merely went ahead with a bit of stereo license (like the poets, you know) and ignored a few of the unhappy results of flat pictures . . . figuring the Brownies and all would understand.

Berlin Replying

Sirs:

I want to thank you for printing my request (MODERN, March, p. 24 *Berlin Calling*). I never thought it possible that so many of your readers would like to correspond with me. Since I live on the third floor, I am really sorry for the postman. But I am more sorry for all those who have written to me and are waiting for an answer—for I simply cannot write to all of them. I have picked out five for correspondence and another ten will get answers from friends of mine, but this is the limit. I hope you will understand and I want to ask you if you could give my heartiest thanks to all whom I cannot write to myself. From this you can see how well read your magazine is. Besides getting letters from every corner of the USA, I have got some from Spain and even from Japan.

Berlin, Germany Werner Genähr

new photo books

GENERAL LEE'S PHOTOGRAPHER, The Life and Work of Michael Miley, by Marshall Fishwick. 94 pages. Many illustrations, 4 color plates. University of North Carolina Press (for The Virginia Historical Society) Chapel Hill. Price $7.50.

In Lexington, Va., after the Civil War, there lived a famous man and an obscure one. General Robert E. Lee was known to every American, and today Michael Miley is tagged as the man who made the portraits of him which grace the history books.

In photographic history, he has perhaps a better claim. He worked out a dry-plate formula better than most of those in use during his time and made some excellent carbon color prints (the forerunner of the carbro process today). But he was happy all his life in comparative obscurity, making his living at college pictures rather than competing with the "names" in New York.

As a brief record of his life with some of his pictures, this is valuable as a note on our background in photography. We can thank the university presses for making books like this one possible, even at this price.

It has some weaknesses. The selection of pictures is not completely convincing that Miley was a great photographer, and the compiler's notes on photography are somewhat confusing —not strictly technical enough for real accuracy, nor lucid enough for the general reader.—GEORGE B. WRIGHT

PICTORIAL HISTORY OF THE WILD WEST, by James D. Horan and Paul Sann. 254 pages, profusely illustrated. Crown Publishers, Inc. Price $5.95.

Gary Cooper never rode the gutted, mud-filled streets of the tank towns of the old Wild West. The men who did, with a few exceptions, were a slovenly bunch indeed. Particularly the law-abiding people. The outlaws seemed more gentlemanly and much cleaner. This isn't the way you'll see the West via CinemaScope and Technicolor, but that's the way the West was—and that's just the picture you'll get of it from this fascinating book.

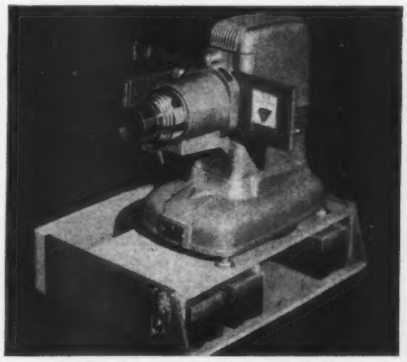
There are six sections: *The Early Days of Outlawry in America; The Forty-niners and the California Vigilantes; The Violent West; The Wild West; Cattle Crisis and the Long Grim Aftermath;* and *The Wild Bunch.* Each section is subdivided and deals with specific outlaws, groups of outlaws, events or law officials. A lively text accompanies the pictures, most of which are photographs.

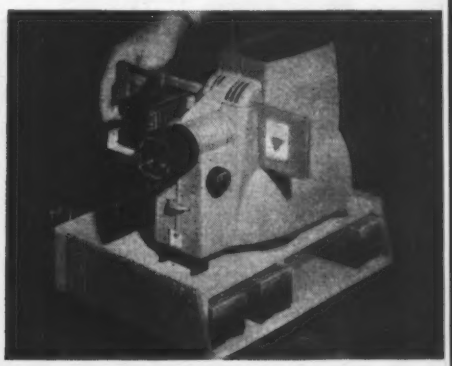
Many of these photographs have never appeared before. They have been assembled from the archives of the Pinkerton National Detective Agency, private collections, museums, and oth-

(*Continued on page 32*)

New TDC Headliner 303 at $54.50 is today's top slide projector value!

The Headliner 303, a new case-mounted model by TDC, offers the "most projector" for an amazing price—$54.50 with Selectron changer! You can carry six Selectrays in the base of the handsome, scuff-proof case—safe storage for 180 slides. Positive tilt action. Die-cast aluminum body. Improved cooling for 300-watt lamp. Coated 4-inch f/3.5 lens.





New Airflow-Case Models with Exclusive Wind Tunnel Cooling

TDC DELUXE MODEL D's Wind Tunnel Cooling *ends* focus adjustment between slides. High-speed air travel through cooling channel prevents film "popping." $74.75.

TDC STREAMLINER 500, is mounted in self-contained Airflow case. Wind Tunnel Cooling brings *extra* cooling to its 500-watt lamp, optics and your valuable slides. $79.75.

TDC division of Bell & Howell

Add
movie excitement
to your
KODAK BROWNIE or
BELL & HOWELL
220 or 252
Movie Camera
with Elgeet
CINEMATAR®
ATTACHMENTS

Add
wide angle
4 TIMES
coverage

Capture the entire scene with the present lens on your Kodak Brownie and Bell & Howell camera *plus* a low cost
Elgeet CINEMATAR WIDE ANGLE 8 ATTACHMENT $18.90

Add
telephoto
2½ TIMES
magnification

Your present Bell & Howell and Brownie movie lenses can pin-point action, conquer distance, *combined* with a low cost
Elgeet CINEMATAR TELE-PHOTO 8 ATTACHMENT $19.90

See your local dealer, or write for illustrated folder.

Elgeet Optical Company, Inc.
838 SMITH ST. ROCHESTER N. Y.
"Makers Of The World's Finest Lenses"

NEW PHOTO BOOKS

(*Continued from page 31*)

er untapped sources. A good number are straight Rogues' Gallery photographs; but you'll also find pictures of Calamity Jane drinking beer with friends, law officers holding up the bodies of the Dalton Gang after shooting them, Jesse James shortly after he was shot. (The number of outlaws photographed shortly after departing from this world makes the book a questionable item for the squeamish.)

The photographs of the towns of the West and the saloons, where the good and the bad did their drinking, shooting and photography, round out the picture.

This book will not teach you photographic technique (the generally unknown photographers found it much less important than the technique of shooting guns first, loading cameras later). But as a document of what an important part of history photography can play, there are few examples to surpass it.—H. K.

PHOTO-OIL COLORING FOR FUN OR PROFIT, 7th printing, by Lucille Robertson Marshall. 148 pages, illus. Larum Publishing Co., Washington, D.C. Price $3.50.

Here's a comprehensive basic training program for those who would dress up their black-and-white photos with oil colors. The theory of color harmony is described and simple techniques set forth. You are told how to mix paints and apply them to portraits or landscapes, flowers or puppy dogs, among others—D. J.

THE PENROSE ANNUAL 1955 (Vol. 49), R. R. Fishenden, Ed., Hastings House, New York. Price $8.50.

For the photographer, this is the most interesting edition of *Penrose* in recent years. There is a fine collection of plates and several short but interesting articles of direct interest to camera-users. There is, for example, an abridgement of Sir Kenneth Clark's address to the Royal Society on *Art and Photography,* one of the rare essays on the subject which makes any sense. (A full text, by the way, is in the current issue of *Aperture.*)

Following Clark's text there is a collection of ten beautiful photogravures of the work of Fox Talbot, Hill, Cameron, Rejlander, Robinson and Arbuthnot. (It would almost be worth the price of an extra copy to be able to pull out these and a dozen or more of the other plates for framing!)

There is also an article by Charles Rosner, *Werner Bischof—A Personal Tribute,* and *Fashion in Fashion Photography* by John Parsons, Art Editor of British *Vogue,* both illustrated. There is also an article on Flexichrome (although this repeats familiar material).

The rest of the bulky volume, as

(*Continued on page 98*)

ONCE YOU USE IT IT WILL BE . . .
"love at first light"
More powerful lighting
More economy of operation

Megalume 2®
SPEED LIGHT

This electronic flash unit has been created especially for the professional photographer whose work often requires more powerful lighting than most speed lights can provide. PLUS
A unique control switch which has been built into the power unit. This switch permits use of 200 watt seconds from one flash head or 100 watt seconds from either one or two flash heads with economizer circuit in use when only one 100 watt seconds head is used. The switching arrangement ensures equal output from two heads.

- Shoulder weight only 11 lbs.
- Works on AC or its own 6-volt battery
- Recycles in 6 to 10 seconds
- Minimum light output at 200 watt seconds 6400 BCPS
- Uniform light from flash to flash
- Charge condition of easily accessible battery visible at all times

NEMS-CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND
WRITE DEPT. C FOR YOUR FREE DESCRIPTIVE FOLDER

as simple as... **10% DOWN**

At Broadway Camera

30 DAY FREE TRIAL PERIOD
FULL REFUND PLEDGE
2 YEAR UNCONDITIONAL GUARANTEE

YOU CAN ONLY CHOOSE . . . WHEN YOU HAVE A CHOICE! Now, YOU can make your own Choice on either New or Used equipment. Both prices are marked for Immediate Action. Your old equipment may be used as a down payment.

FOR YOUR BEST BUY . . . BUY BROADWAY!

SPECIAL . . . SAVE $81.85!
ROLLEICORD MODEL V
W/f3.5 Xenar • Rollei Flash • Case • Cable Release • Filter Kit • 6 Rolls PX 120 • Rolleigrid Field Lens
NEW PRICE: $202.35 USED PRICE: $125.50

SPECIAL! JUST OUT!
BRAND NEW! LATEST ROBOT ROYAL CAMERA
• Built In Meter Advances Film Cocks Shutter Operates Exp. Counter • Takes up to 8 Exp. per sec. • Interchangeable Lenses • Rfdr.
W/f2.8 38mm Xenar.....$255.00
W/f1.9 40mm Xenon.....$295.00
Body Only.....$186.75
Case . . . 14.50
NOTE: THIS IS NOT A DISCONTINUED MODEL!

LENSES FOR ROBOT! BROADWAY SPECIALS!
Telephoto Schneider—Tele Xenar f3.8 75mm..105.00
Wide Angle Schneider Xenagon f3.5 30mm.... 95.00
Robot Underwater Housing 185.00

IF YOU MUST GO UNDER WATER . . .
Take Along
The NEW ROLLEMARIN UNDERWATER HOUSING
For Rolleiflex.....$299.50
For Argus C3.....$69.95

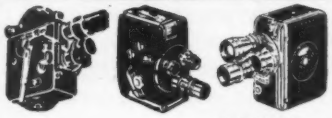
A 85.95 VALUE!
ANOTHER BROADWAY SENSATION!
Brand New
2¼x2¼ Twin Lens Reflex
• f3.5 Coated Lens
• Shutter Speeds to 1/200th
• Case • Flash
• Built In Prism Rfdr. & Silver Dot
ALL FOR $39.95

THE EXCITING NEW REVERE 500W 35mm Slide Projector!
• f3.5 Coated Lens
• 500W Bulb
• Fade-In & Fade-Out
• Built In Pointer
• FREE CASE
SPECIAL BUY ONLY $79.50

Terrific Value!
SAVE ON PLASTIC RECORDING TAPE!
5" Reel (600') Reg. 3.50
NOW 1.50 ea. 3 for 3.75
7" Reel (1200') Reg. 5.50
NOW 1.85 3 for 5.70
—While They Last—

Tape Recorders At Unbeatable Prices

Federal FME	139.50	86.00
Revere T 500	179.50	105.00
Revere T 1100	159.50	94.50
VDC Stereteme	249.50	147.50
Bell & Howell Festival	299.50	176.50



8mm CAMERA OUTFITS AT UNBELIEVABLY LOW, LOW PRICES
Complete with all lenses. Some New, Some Demonstrators . . . ALL FULLY GUARANTEED!

	REGULAR +	WIDE ANGLE +	TELE PHOTO =	SPECIAL
BOLEX H8	13mm f1.9	7mm f2.5	1½" f3.2	194.50 used
BOLEX B8	13mm f1.9	7mm f2.5	1½" f3.2	100.50 used
DeJUR Emb.	13mm f2.5	6.5 f1.9	1½" f3.2	95.50
REVERE 84	13mm f2.5	6.5 f1.9	1½" f3.2	107.50
REVERE 45	13mm f1.9	7mm f2.5	1½" f3.2	124.50

AGAIN . . . TERRIFIC VALUES!
With LEICA CAMERAS and EQUIPMENT . . .

	NEW	USED	BODY ONLY
M3 w/f2 Summicron	447.00	287.50	194.50
IIIF f2 Summicron		179.50	115.00
IIIF f2 Summitar		147.50	110.00
IIF f3.5 Elmar		134.50	107.50

Leica M3 Adapter to use your present lens. For the M3.....ONLY 10.50

SAVE P-L-E-N-T-Y ON A BRAND NEW ROLLEI OUTFIT!
Latest Model Rolleiflex f3.5 coated Lens • Case • Cable Release & Lens Cap • BN Rolleiflash gun • Rolleigrid Field Lens • Compl. Filter Kit • 12 Rolls Film • Case of Flashbulbs
ALL FOR ONLY
NEW $320.95 USED $184.35

SAVE $80.53!
BELL & HOWELL COMPLETE MOVIE MAKING OUTFIT . . .
8mm B&H 220 Camera
W/ • Sundial • Case • F2.5 Lens • Easy Loading • Telephoto Lens • Type A Filter
PLUS FILM AND . . .
B&H Monterey Projector
• 500 W Lamp • Blower Cooled • f1.6 Lens • Case

AND . . .
Kalart 8mm Editor
AND . . .
30x40 Beaded Screen
ALL FOR ONLY
NEW $238.65 LIKE NEW $158.12

35mm CAMERAS & STEREO

	NEW	USED
Ansco Regent	52.50	29.50
Argus C4	89.50	45.50
Canon IIB f1.9 Serenar	284.00	120.00
Kodak Signet f3.5 ctd. Synch	75.00	44.50
Stereo Realist f3.5 ctd.	159.00	79.50
Kodak Stereo	84.50	49.50
Revere Stereo	174.50	79.00
Viewmaster Personal Stereo	89.50	54.50
Argus C3	66.50	32.50
Contaflex I f2.8 Tessar	169.50	92.50
Minolta A f3.5	49.95	
Minolta 35 Model II f2.8	159.50	93.50
Minolta 35 Model II f2	184.50	107.50
Nikon S2 f2	399.50	192.50
Nikon S2 f1.4	345.00	219.50
Nikon S f1.4	188.00	

TWIN LENS REFLEX

Minolta Autocord	99.50	55.00
Rolleicord Model IV	134.55	72.50
Rolleicord Model V	134.55	89.50
Rolleicord f2.8 (c)	309.50	183.50
Rolleiflex f3.5 Xenar MX	217.50	116.95
Rolleiflex f3.5 Tessar MX	249.50	126.95
Ciroflex f3.5 Wall ctd. Synch		39.50
Kodak Reflex 1A	99.50	45.50
Exakta 66 f2.8 Tessar	319.50	195.00

8mm MOVIE CAMERAS & PROJECTORS

	NEW	USED
B&H Regent	179.95	95.00
Kodak Brownie	62.50	37.50
Revere Model 85	124.50	64.50
Revere Model 90	159.50	82.50
Cine Kodak Mag f2.7	149.50	72.50
Cine Kodak Model 60 f1.9	259.50	
Revere 67 f2.5	119.50	59.50
Revere Ranger f2.5	74.50	39.50
Kodak Brownie f2.7	37.50	22.50

16mm MOVIE CAMERAS

Cine Kodak Royal Mag f2.7	179.95	95.00
Revere Model 16 f2.5	157.50	80.88
Revere Model 26 f2.7	187.50	96.38
B&H 70DL f2.5	341.50	195.50

35mm SLIDE PROJECTORS

Brumberger Model 1405 300W	66.50	39.50
Revere Model 444 300W	65.50	38.50
Revere Model 553 300W	79.50	46.50
VDC Model D 300W	69.50	39.50
LaBelle 55 500W	95.00	64.50

ROLL FILM CAMERAS

Polaroid Model 95A	89.75	44.50
Polaroid Model 80	69.95	39.50
2¼ x 3¼ Sp. Graphic f3.7 Ektar rfdr & flash	297.95	124.50

NOTICE!
Due To Space Limitations . . . only a partial listing of photographic supplies is shown . . . we have thousands of TERRIFIC BUYS . . . just write us regarding your needs! **FREE Catalog Available!**

BROADWAY CAMERA SHOP
872 BROADWAY, NEW YORK 3, N.Y.

BROADWAY CAMERA SHOP
872 Broadway, New York 3, N. Y.
For personal service write to Roy Talbert
Please Quote on trade. My old camera is a .....
I would like to buy a.....
Please Rush the following equipment (10% Down) .....
Name .....
Address .....
City/Town ..... State.....
C.O.D. please send 10% deposit
Estimate postage . . . excess will be refunded

Now YOU CAN AFFORD THE BEST!

Minolta HIGH-PRECISION REFLEX CAMERAS

Minolta cameras have the features of the most costly twin-lens reflex cameras, plus exclusive advantages not found in the most expensive makes. They are manufactured by Chiyoda Kogaku Seiko, K.K., one of the world's most popular camera manufacturers, who, since 1927, has been producing a complete line of Minolta top-quality photographic and optical equipment exclusively, making the entire product, including lenses.

No other company, anywhere in the world, boasts higher standards throughout every step of the way. From the initial design to the finished product, there are ethical and production rules that must be strictly adhered to. It is no wonder, then, that Minolta Means More, in any language.

Minolta AUTOCORD FULLY *Automatic*

HELICAL FOCUSING LEVER, actuated by index finger of hand supporting camera, sweeps focus from 3 ft. to infinity in a single stroke. Automatic film transport advances film, counts the exposure, and sets shutter. TAKING LENS is ROKKOR 75mm F/3.5, 4-element, highly color corrected and coated. VIEWING LENS is ROKKOR 75mm F/3.2, 3-element, fully coated. OPTIPER MXS PRECISION SHUTTER, synchronized at all speeds from 1 second to 1/400th and bulb, with built-in self timer and safety-locking body shutter release. $99.50 list

SEMI *Automatic* **Minoltacord**

HELICAL FOCUSING LEVER adjusts focus. FILM TRANSPORT LEVER advances film. COCKING LEVER sets shutter. TAKING LENS, PROMAR SIII 75mm F/3.5, fully coated. VIEWING LENS is F/3.2, OPTIPER MXS SHUTTER synchronized at all speeds from 1 second to 1/400th and bulb, with built-in self timer.

$69.50 list

DOUBLE GUARANTEE
In addition to Chiyoda Kogaku's unconditional guarantee, Minolta cameras bear the guarantee of our exclusive U. S. Sales Agents, the FR Corporation—an iron clad combination for your satisfaction and protection. For literature write to:
The FR CORPORATION
951 Brook Avenue, New York 51, N. Y.

Manufacturers of Fine Cameras and Lenses since 1927.
CHIYODA KOGAKU SEIKO, K. K., OSAKA, JAPAN
NEW YORK OFFICE: 150 Broadway, New York 38
In Canada, Anglophoto Ltd., Montreal, Toronto, Vancouver

new products

Two New 35mm Balda Outfits

Two new German-made 35mm camera outfits consisting of a 35mm Balda camera, flashgun and everready case, each, are now available. The first features the new Super Baldina 35mm camera (shown), in which both view-finder and coupled range-finder are combined in a single window. Equipped with an f/2.8 Baldanar lens in a telescoping mount, the camera also has a rapid film advance lever. There are nine shutter speeds from 1 sec. to 1/300 plus B. Flash synchronization can be made at all speeds with all types of flash sources. Other features are: self timer, double exposure prevention, automatic counter, depth of field scale. The all-metal camera is covered with morocco grain material. Price of Super Baldina 35mm outfit with BC flashgun and everready case, $69.95.

The second outfit includes the Baldina 35mm camera (without rangefinder). It is equipped with the same f/2.8 Baldanar lens as the Super Baldina, but has a shutter with speeds of 1/25, 1/50, 1/100, 1/200 and B, and X sync only. Price of Baldina 35mm outfit with BC flashgun and everready case, $49.95. For additional information, write:
KLING PHOTO CORPORATION
235 FOURTH AVE., NEW YORK 3, N. Y.

New Telephoto For Nikon Cameras

The new f/4, 250mm Nikkor telephoto lens features a mirror reflex housing and is designed for use with all Nikon cameras. Image magnification is 5 X that obtained with the standard 50mm lens. The distance scale is calibrated from 10 feet to infinity. And the lens stops down to f/32.

In use, focusing and viewing are done by means of the reflex housing which embodies a surface-coated optically flat mirror and throws an upright image onto a fine grain plano-convex screen. The mirror action of the reflex housing can be operated either by pressing a finger release or using a conventional single cable release. To facilitate focusing and viewing the unit is equipped with a rubber eyecup. Other features are: the mirror is precisely synchronized with the shutter so exposure takes place at the exact moment the mirror swings clear of the path between lens and film, a bayonet mount on the reflex housing which fits the lens opening of the camera, the entire reflex housing rotates 90 degrees to permit either vertical or horizontal pictures. There is a tripod socket on the bottom of the reflex housing. Price of coated Nikkor 250mm, f/4 lens complete with reflex housing, two cable releases and screw-in lens hood-filter holder which accommodates Series IX filters, $324. For more information, write:
NIKON INCORPORATED
277 FIFTH AVE., NEW YORK 16, N. Y.

Compur Shutter for Speed Graphics

A Compur shutter is now available for Speed Graphic press cameras which heretofore have been equipped with a 127mm Kodak Ektar, f/4.7 lens in Super-

(Continued on page 114)

'LIKE MONEY IN THE BANK AIR PHOTO'S ALL STAR SALE

35mm EKTACHROME

Respooled from Aero Ektachrome

You save because this is respooled from Super Speed Aero Ektachrome. 4 times faster than Kodachrome. Daylight or Tungsten.

5 FOR 3.98

55c PP

Guaranteed 'til Dec. '55

BEST BUYS

35mm x 100ft FILM

Over 30 cartridges from one roll of 100 ft. Many months supply—ready when needed.

KODAK SUPER XX 1.79

KODAK SUPER PLUS X 1.50

Ansco Ultra Speed	1.50	Dupont Sup #2	1.25
Background X	1.25	Kodak Tri-X	2.25
Kodak Positive	1.75	Kodak Panatomic-X	2.25

Ansco Color Daylight 18.95

Guaranteed 'til Feb. '56 — 35c post & ins ea order

35mm ANSCOLOR

35mm x 20 RELOADS

Tungsten or Daylight. Guaranteed 'til Nov. 1955. each 89¢

Minimum order at this price 5 for 4.45 plus 55¢ post

120 EKTACHROME

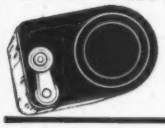
Only at AIR PHOTO will you find such value. Popular 120 size for roll film cameras. At this price you'll be wise to stock up! Guaranteed 'til Jan. '56

74¢* EACH

20c Postage

*Minimum order 4 rolls 2.96

LOW PRICED BULK FILM LOADER



Slash your film costs as much as 90%. Load your own 35mm cartridges even in bright daylight. 4.95

45c post & ins.

SPECIAL COMBO—100' of 35mm black and white film and above loader. Special 5.95

65c post & ins

ANSCO COLOR

50 ft. of sparkling memories. Load your own 14 cartridges. Indoor or Out, complete with filter (specify).. 7.95

Guaranteeed 'til Jan. 1956 35c post

VARIGAM

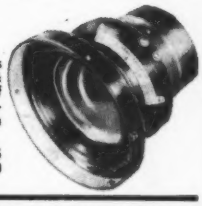
This versatile enlarging paper can lend itself to many uses.

10 x 10	Hi-Speed or reg SW. SM (A) 250 sheets	7.50
11 x 14	Hi-Speed SW semigloss '54 date. 50 sheets	3.75
	100 "	7.25

85c post & ins

7" f2.5 AERO EKTAR LENS

BRAND NEW $67.50



Now with diaphragm and hard coated optics. Lens can be adapted to fit any Speed Graphic, Press & View camera, Leica, Contax, Exakta, all types of motion picture cameras, as well as special applications. (Custom made adapters available, prices on request.) Gov't cost of lens was over $300.00.

Bed—brace & tubes for 4 x 5 Press 17.95

Precision Exakta focusing mount 79.50

Add 1.75 shpg

16mm MOVIE FILM

50 ft. MAGAZINES

SUPER X / SUP XX ea... 2.35 45c post

3 for 6.75

100 ft. ROLLS

SUPER X / SUP XX ea... 3.95 65c post

3 for 10.50

FREE EASTMAN KODAK PROCESSING

ENLARGING PAPER

8 x 10 BROMIDE 2.69

Single wt. semi-matte #2, 3 100 sheets

Single weight glossy, #F1, F2, & F3 3.29

11 x 14 double weight, matte lustre, #2, 3, 4 50 sheets 3.50

85c post & ins

ROLL FILM

For 120 & 620 cameras (specify). You save because your cost is less than 25c per roll

Kodak SUPER XX / TRI-X 10 rolls 2.49

INFRA-RED 8 rolls

35c ea order post & ins

TELE-LENS

FOR ALL 16mm MOVIES

3" f1.9 COATED

Here's a lens to fit all cameras (specify) to fit all exacting work. In focusing mount; engraved depth of field scale NEW Reg. $67.50

27.50

45c P&I

36" f6.3 LENS BIG BERTHA TELE

Dallmeyer, complete with iris diaphragm. Can be adapted to almost all types cameras, i.e., Graflex, studio and view.

Value $800.00 Like new 199.50

Shipped via express

WORLD'S FAMOUS WIDE ANGLE

100mm f6.3

MEYER coated ARISTOSTIGMAT

Compur—Rapid Synchro shutter

For all 4x5's. Speeds 1 sec up to 1/400. List $92.00 BRAND NEW ..... 32.50 85c post & ins

FREE SEND FOR LATEST COMPLETE LENS LISTING

FILM PACKS

EASTMAN KODAK PLUS—X 2¼x3¼ EACH 99c

Min order at this price 3 for 2.95

35c post & ins 10 for 8.50

4x5 SUPER XX 3 for 3.75

SEND for free Bulletin

NOW REDUCED BINOCULARS

Coated optics, individual eye piece focusing. All metal, light weight.

BRAND NEW 21.95*

16x50 PRISM BINOCULARS

BRAND NEW 31.95*

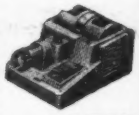
Case 6.95

*Add 10% F.E.T. Add 1.00 post & ins

SAVE 31.55

35mm REVERE 444

This is the sensational new 35mm slide projector you've been hearing about. Highly acclaimed by all who've used it. 300w blower cooled. Complete with case, f3.5 lens. List 69.50



used 37.95

1.50 post & ins

JUMBO GADGET BAG

NOW REDUCED

Holds about everything you'll need. Large roomy 5x10x12 size. Genuine pigskin. Tuff stitching. A 34.95 value drastically reduced

Now BRAND NEW 13.95

65c post & ins

GREAT SPECIAL

SUPER ACTION 3 SECTION GEAR DRIVE

TRIPOD

Extends to full 77" Closes to only 30" extra 12" on elevator.

BRAND NEW 16.50

VALUE 22.00

Add 85c post & ins

AIR PHOTO SUPPLY CORP

Dept. MA-9, 555 East Tremont Ave., New York 57, N. Y.

SUPPLIER TO THE UNITED STATES GOVERNMENT

OUR POLICY

GUARANTEED SAFE DELIVERY ANYWHERE IN THE WORLD

Film & paper is outdated surplus and guaranteed equal to fresh. You must be SATISFIED! Prices F.O.B., N.Y. (include postage). Minimum order $2.50. 50c service charge for orders under $2.50. C.O.D.'s with 25% deposit. Subject prior sale.

here's the finest filter money can buy!

Tiffen® Ⓣ COATED

HI-TRANS®

Screw-In Filters

FINEST GROUND AND POLISHED OPTICAL GLASS, lifetime Thermo-Bonded and T coated, like the most expensive lens . . . and mounted in a screw-in COLORIM* which is threaded to the exact thread of popular lenses . . . rim colored to match the filter color (front threaded, to accept additional screw-in accessories). Remains on camera with case closed . . . LIFETIME GUARANTEED!

Fits most cameras and lenses including the following popular models:

STOCK No.	CAMERA or LENS	PRICE
SF-501	Kodak Stereo	$3.95
SF-701	Hasselblad	$8.95
SF-502	Argus C, C2, C3, 50mm f3.5	$2.95
SF-505	Signet "35", 44mm f3.5	$3.95
SF-505	Cine Ektar, 25mm f1.9	$3.95
SF-510	Contaflex, Tessar f2.8	$3.95
SF-522	Auto Rolleiflex f3.5	$4.50
SF-557	Vitessa Ultron 50mm f2	$4.25
SF-602	Sonnar 50mm f1.5, Sonnar 50mm f2	$5.25
SF-604	Pre-Set Biotar 58mm f2	$5.25
SF-606	Summitar 50mm f2	$5.25
SF-608	Retina II, IIA, IIB, 50mm f2, f2.8	$4.25
SF-608	Retina IB, IIC, IIIC 50mm f2.8	$4.25
SF-611	Summarit 50mm f1.5	$5.25
SF-611	Westanar Auto-Diaphragm 50mm f2.8	$5.25
SF-624	Leica Summicron 50mm f2	$5.25
SF-634	Rolleiflex 2.8C, Xenotar f2.8	$6.95
SF-639	Voigtlander Prominent 50mm f2	$5.25
SF-640	Argus C4	$3.95
SF-642	Schneider Xenon Auto. 50mm f1.9	$5.25

and many, many more!

At Dealers Everywhere—write for complete Tiffen catalog of Filter Accessories.

Tiffen MARKETING CO.
Roslyn Heights, L. I., N. Y.
* Pat. Pend.

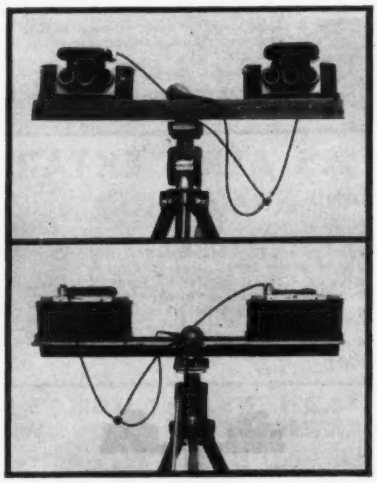
IN CANADA, ANGLOPHOTO LTD – MONTREAL – TORONTO – VANCOUVER

modern STEREO

BY TOMMY THOMAS

Sometimes it's fun to make miniature sets look real, but here's how to make reality miniature.

Most of the stereo photographs that we are familiar with have been taken in a *normal* manner; that is, with the two lenses of the camera spaced the regular eye-interocular distance (2¾") apart. This results in stereos that are viewed with the illusion that we are looking at the original subject again, exact same size and all. This month let's experiment with the taking of stereos where two cameras are used together, some distance apart, thereby giving you a lens interocular much greater than normal (*Photo 1*).



1. Wide base stereos make your subjects appear as miniatures. Here's a proper setup for making them, front and rear.

This is not *"hyper-stereo"* that I'm talking about exactly . . . at least not in the usual sense. I suppose that most of you are at least acquainted with hyper-stereo, even if you haven't actually used it. This is the practice of taking far-away, flat-type scenics with an extended stereo base (up to many feet) that imparts "extra" depth to this type of scenic . . . which would otherwise be as flat as a regular 2-D photo. The usual method is to cap one lens of the stereo camera, take one photo, then—after moving to the right or left several feet, whatever is required—cap the other lens and complete the taking of the stereo. This is hyper-stereo as it is generally regarded and is normally used, if it's used at all, on distant scenics *where there is nothing very close to the camera to give depth.* Stereos taken from atop a tall building or from a cliff fall in this category.

One of the characteristics of hyper-stereo photos, the one we're interested in here, is that the resultant wide-base stereos very often take on the appearance of miniature sets or "models". The subjects look very small and close at hand. I call them "Stereo-smallies."

For those of you who are interested in doing something new in stereo, here is a perfect avenue for experimentation. Hyper-stereos, as such, have never seemed to hold any great appeal. Most people object to a scenic that looks like a miniature. On the other hand, by deliberately *capitalizing* on this feature, many amusing results can be obtained. Rather than thinking of hyper-stereo in terms of distant scenics, regard its possibilities with subjects relatively close to the camera.

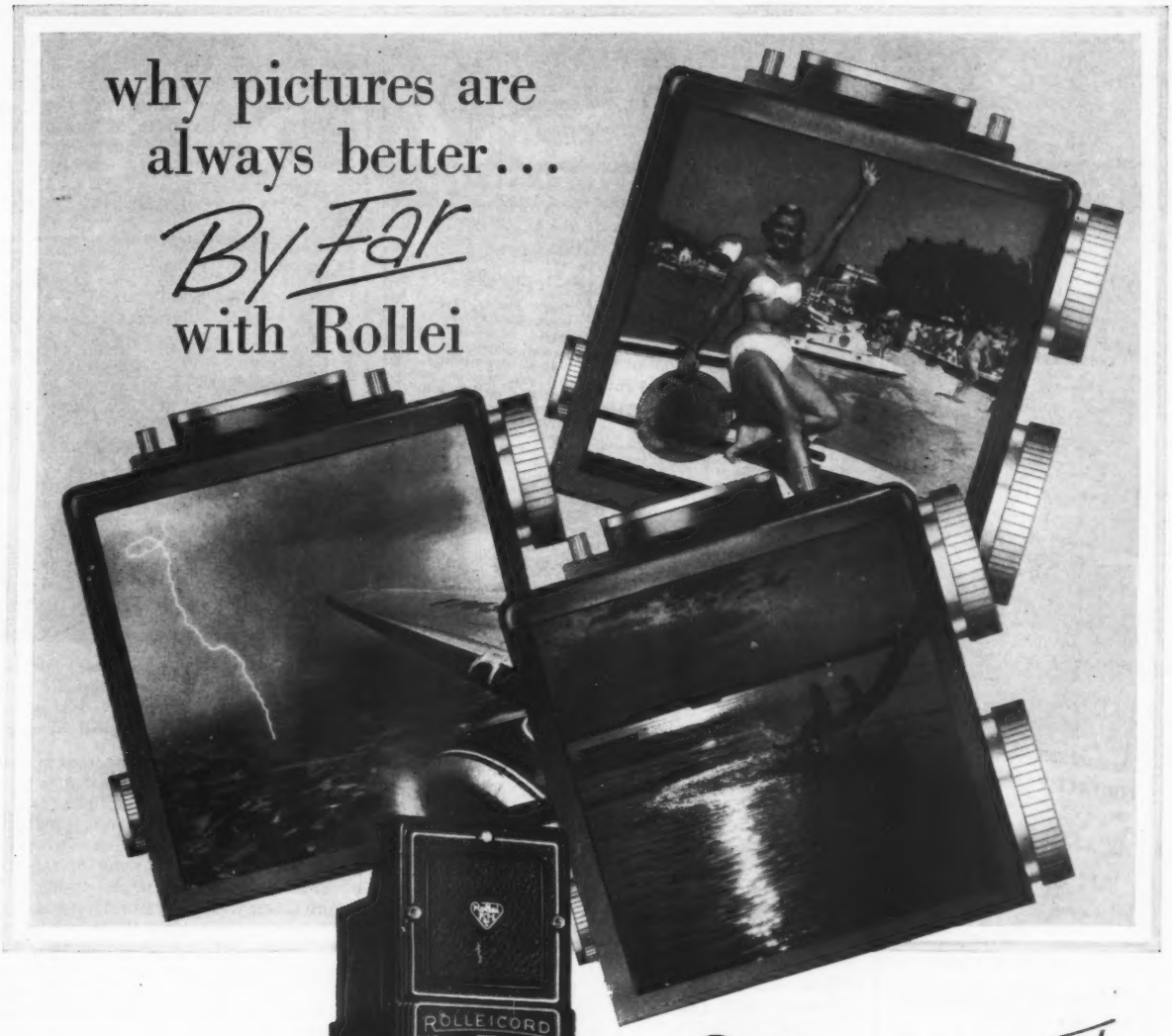
Make people *miniatures*

Here's where you can have a lot of fun! Get together with a friend who has a stereo camera the same make as yours, and hook the two cameras up together as shown in *Photo 1.* I used a piece of angle iron, but any board or similar contrivance that will hold two stereo cameras level with each other, about fifteen inches apart from viewfinder to viewfinder, will do. It should be constructed so that it can be mounted on a tripod more or less as shown here. Also, the two cameras should be mounted so that each may be horizontally "rotated" about its own individual axis. This is necessary so that both can be directed to center upon exactly the same field. With these minimum requirements, you're all set to take "stereosmallies."

Now, with a bit of ingenuity and the proper choice of a subject, you can make the *people* in your stereos appear very tiny, maybe about twelve inches tall. It's so obviously "impossible" that it's quite humorous.

Basically, here's how you take this type of stereo. With the two cameras mounted 15 in. apart as shown, put them on a very tall tripod (*see Photo 2, page 38*). Either the tripod must be especially high or you must arrange some other method to bring the cameras up fifteen or more feet into the air. Within limits, the higher the better. Since your resultant stereo is supposed to give the effect of the viewer looking down upon supposedly tiny

(*Continued on page 38*)



Rolleicord V

Just view through the large ground glass of Rolleicord V for a new experience in fast, *needle-sharp focusing,* and *perfect picture composition.* With your subject shown in full picture size, and in full color, you instantly and *always* get each picture, *exactly as you want it.*

Then note Rolleicord's unequalled optical system . . . its fast and sharp cutting Schneider Xenar lens, and its Synchro Compur shutter . . . a combination that insures finest picture quality. Also its many other exclusive features such as the automatic speed/stop selector, self-timer, automatic film transport, double exposure prevention and release, large and sensitive focusing knob, and many others.

Good picture opportunities won't wait, and seldom repeat themselves. Your camera must be fast, and you must be right *the first time.* Rolleicord V will give you exactly what you want, *every time.* At all leading dealers . . . only $134.55 (case extra).

Rolleiflex f:3.5
the fully automatic favorite.

Burleigh Brooks, Inc. 10 West 46th Street, New York 36, N. Y.

West, Alaska & Hawaii: **PONDER & BEST, INC.** 814 North Cole Ave., Hollywood 38, California

THIS MAN LOOKED FOR THE LOWEST PRICE. . . .

THIS MAN LOOKED FOR QUALITY AT A LOW PRICE!

GARTEL "BUYS" KEEP YOU SMILING

SAVE 40—60%
35mm Anscochrome
Factory fresh 1956 reloads.
20-EXP 1.39
3 Rolls 3.99
EXTRA SPECIAL!
100' bulk, original factory pack 33.95
28' roll, with easy loader. Original factory sealed 8.49
35mm INFRA-RED
Reloads from factory fresh 1956 dated film. Fantastically fast—ASA1000!
20-EXP.. 3 ROLLS ... 1.50

FRESH 1956
FACTORY PACKED
McGREGOR COLOR FILM
36 Exposure Roll 3 for 6.99
12 Exposure Roll 3 for 3.09
Daylight or Tungsten Processing & Mounting Incl.

8MM FRESH
Black-and-White
MOVIE FILM
FINEST of film stock at a price MOST FAVORABLE TO YOU! This is the very BEST 8mm film available. ASA 50, Fine Grain Pan. Yet we offer it at our usual below-the-market price. (Price includes processing.) 3 rolls 3.50
8mm Dbl. 25 ft.

UNADVERTISED
"BUY-OF-THE-MONTH"
SPECIALS
They're terrific! They're super-values! And they're offered *only* in our monthly catalog included with all orders shipped. Get your copy of our catalog of red-hot specials featuring the super "buy-of-the-month" by rushing in your order for one or more of the money-saving top values listed in this ad!

10 x 10 Enlarging Paper
SW, SM, Oct. 1954, #1 and #3 only. Orig. pack. 100 sheets to package. Shpg. wgt. 5 lbs. 2.95
(2 pkgs., 5.50)
SW, Glossy, Orig. fact. pack. #1, 2, 3, 4. 100 sheets to package. Shpg. wgt. 4 lbs. 2.95
DW, SM. Orig. fact. pack. Mfrd. by Harold. #1, 2, 3, 4. 100 sheets to package. Shpg. wgt. 6 lbs. 2.99

Save 4.50 a Roll!
16mm ANSCO COLOR
Sold in original factory pack, at a price we believe is the lowest ever. This is late 1954 dated film, unconditionally guaranteed. Processing by Ansco included. Only 5.89
3 for 17.00

TO PROFESSIONAL & BULK-USERS OF 35mm KODACHROME!
FACTORY PACKED ROLLS, DAYLIGHT ONLY, DATED 1955. We repeat—this is 1955 orig. fact. packed Kodachrome! E. K. will process film in lengths of 15' or more AT NO CHARGE. On less than 15', E. K.'s cost is 75¢ for processing. At our price, roll of 36-Exp. costs only 2.95 including processing.
100 FT. ROLL— 29.95

CONTACT PAPER SPECIALS
10"x10", S.W., GL., contrasts #1, 2, 3, 4. Orig. pack. Oct. 1954. Shpg. wgt. 4 lbs. 3.29
100 sheets to pkge. 2 pkgs.—6.00
10"x10", S.W., S.M. Contrast #1, 2, 3, 4. ALL 1954. In orig. pack. Shpg. wgt. 5 lbs. 1.29
100 sheets to pkge. 2 pkgs.—2.29

35mm PERFORATED
POSITIVE FILM
This film is cut from *fresh* stock. DO NOT CONFUSE with surplus film. You get enough to make at least 800 transparencies. Reg. 3.49
100' ROLL 1.98
35mm/20-EXP. MICROFILE.
Perforated. Cut from factory fresh 1956 stock. 3 for 1.29

BROVIRA CYKORA
8x10 ENLARGING PAPER
S.W., Glossy, #1, 2, 3. 1955 dating.
100 Sheets 3.49
3 Pkgs. only 9.99
BROVIRA ENL. PAPER
7x8⅝", S.W., Glossy, #1 only. Jan. 1955 dating. Original factory sealed pack.
100 Sheets .....
3 Pkgs. only 8.99 ..... 3.29

SAVE 4.00 A ROLL!
16mm KODACHROME
1955 DATED ORIGINAL FACTORY PACKED & SEALED STANDARD DAYLIGHT LOADING 100 FT. ROLLS $6.50
3 for 19.00
Daylight Only
Eastman Kodak Processing Included.

Twice As Fast As Super-XX!
NEW E. K. TRI-X
35mm RELOADS
From Factory Fresh 1956 Dated Film!
Now take indoor shots by existing light! Indoors at night *without* flash! Better than 200ASA. 20-EXPOSURE 3 ROLLS 1.29
35mm BULK TRI-X SPECIAL!
Again, we offer a limited supply of factory FRESH 1956 dated bulk Tri-X.
35mm x 50' 2.50
35mm x 100' 4.95

35mm DIRECT POSITIVE FILM
Panchromatic. Make extremely Fine Grain Transparencies of excellent tonal quality directly in your camera without negatives. Daylight ASA64; Tungsten ASA-30. Complete diagrams for both daylight and photoflood exposures.
20-EXP: 3 for 1.49
36-EXP: 3 for 2.25, 6 for 3.98
DIRECT POSITIVE DEVELOPING KIT. Has all necessary chemicals. Made by E.K. Shipped via Railway Express only. 2.90

35mm SAFETY FILM—FRESH 1956
PLUS X—SUPER XX
BULK
100' — 2.79 | 20 exp. 3 for 1.00
50' — 1.50 | 36 exp. 3 for 1.50
RELOADS
This is the same film we supply to the most exacting professionals.

We think we're the only dealer in the U. S. to offer you this hard-to-get paper at this low, low price!
1954 — JUNE THRU NOVEMBER — 1954
9⅜"x200' ENLARGING PAPER
Single weight, semi-matte. Contrast #2 and #3. In vacuum sealed cans. Each 3.89
(Shpg. wgt. 10 lbs. per roll) 2 ROLLS—7.50

AERO EKTACHROME
We believe this to be the finest offer of its kind on the market today. 1955 original factory packed KIT includes film, chemicals for home processing, complete with instructions.
8½" x 40' ..... only 14.95
We repeat! This is 1955 dated!
This means pennies per sheet to CUT FILM USERS!
KITS 1½ gal. 2.49 | For Home Processing 4½ gal. 3.95
35mm RELOADS
100ASA, 10 times faster than other color films! 20-EXP. including process & mounting. 3 for 4.79
BULK SPECIAL! 35mm 37½' cut from 1955 stock $4.50

AERIAL FILM We Defy Comparison!
1954-55 DATED FILM! ORIGINAL SEALED CANS!
5¼"x20' Infra-Red, Aug. 1954 ..... 1.29
5¼"x20' Tri-X, Feb. 1954 ..... 2.50
5½"x56' Super-XX, Feb. 1955 ..... 3.50
5½"x100' Super-XX, Sept. 1954 ..... 5.00
By using our 1954-55 dated film, you can be "sure".

GARTEL PHOTO SUPPLY CO. EAST MEADOW LONG ISLAND, N. Y.
(MAIL ORDER DIVISION) Orders must include sufficient postage

MODERN STEREO

(*Continued from page 36*)

people, the "down upon" effect has to be created through the use of cameras high above the subjects. Looking through the viewfinder of one of the cameras, line up your scene just the way you want it. Then, without disturbing the main assembly, line up the second camera so that it views the

2. For the most extraordinary effects, shoot from high up and keep the foreground subjects far in front of all the contrasting background scenery.

same as the first. Important: keep your closest subject at least fifteen or so feet away from the cameras . . . or the parallax resulting from having to toe-in the cameras too far will be so great as to make viewing of the finished slide uncomfortable. This is something you'll have to determine for yourself by experiment. Finally, take the picture. (Later on, when your film comes back from processing, cut it up into stereo pairs in the regular manner and exchange one side of the pair —your right for his left, say—with your friend owning the other camera. This gives you each a "Stereosmallie" of your own.)

For the best results, it's necessary that both of the camera shutters be "triggered" at exactly the same instant. Years ago, when I first began my experiments along this line, I used regular cable releases . . . one on each camera. With a little practice it's not at all difficult to get so that you can release the two camera shutters simultaneously. With the left hand the left camera release and with the right hand the right release. In this manner you can even photograph crowds of people without worrying especially about movement mussing up your stereo. Lately (*see Photo 1 again*) I've been using a synchronized release that couples the shutters of both of my cameras together automatically, making the synchronization just that much more simple. This isn't absolutely necessary, I just wanted you to know that it was available. (For more information regarding this pneumatic shutter release, write to the Stereo

(*Continued on page 40*)

the Trend is Definitely to 35mm

With more and more assignments calling for available light photography, press and feature photographers have been turning to 35mm cameras equipped with high speed, interchangeable lenses. In the lens category, the NIKKOR lenses have enjoyed a decided 'edge' of preference – basically, because of their unusually high resolution even at maximum apertures. And they have been fitted and adapted to many makes of 35mm cameras.

Now, with the new NIKON S-2—offering so many more advantages than any other '35'– the choice has narrowed down even more. Not only does the NIKON S-2 include NIKKOR lenses as standard equipment, but it has just about every other feature you would want: Life-size Rangefinder/Viewfinder – Rapid, Single-stroke Film Transport – High-speed Film Rewind – and a 12-speed Shutter to 1/1000th sec. which includes 1/15th second, so desirable for available light photography.

The NIKON S-2 is the fastest handling, rangefinder miniature on the market today. One test roll of film, and you will understand why so many who are switching to 35mm are choosing the NIKON S-2 camera with NIKKOR lenses.

NIKON S-2 with 50mm Nikkor f2 ..... **$299.50**
NIKON S-2 with 50mm Nikkor f1.4 ..... **345.00**

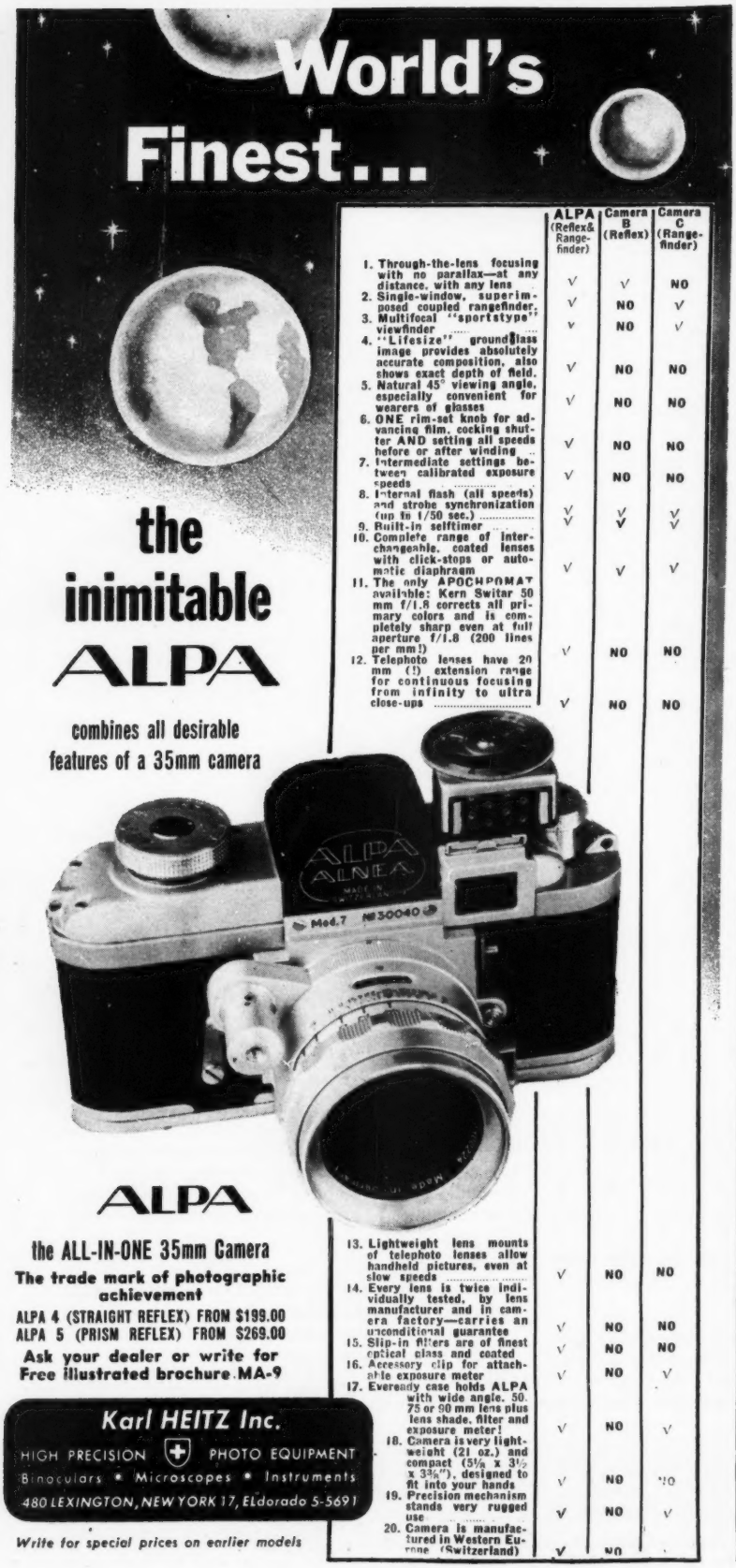
NIPPON KOGAKU TOKYO

At your Nikon dealer, or write Dept. WJ-2

NIKON Incorporated, 277 Fifth Avenue, New York 16, N. Y.

Research microscopes, contour projectors, surveyors' transits, prism binoculars, and fine optical and ophthalmic instruments.

World's Finest...



	ALPA (Reflex & Rangefinder)	Camera B (Reflex)	Camera C (Rangefinder)
1. Through-the-lens focusing with no parallax—at any distance, with any lens	√	√	NO
2. Single-window, superimposed coupled rangefinder.	√	NO	√
3. Multifocal "sportstype" viewfinder	√	NO	√
4. "Lifesize" groundglass image provides absolutely accurate composition, also shows exact depth of field.	√	NO	NO
5. Natural 45° viewing angle, especially convenient for wearers of glasses	√	NO	NO
6. ONE rim-set knob for advancing film, cocking shutter AND setting all speeds before or after winding	√	NO	NO
7. Intermediate settings between calibrated exposure speeds	√	NO	NO
8. Internal flash (all speeds) and strobe synchronization (up to 1/50 sec.)	√	√	√
9. Built-in selftimer	√	√	√
10. Complete range of interchangeable, coated lenses with click-stops or automatic diaphragm	√	√	√
11. The only APOCHROMAT available: Kern Switar 50 mm f/1.8 corrects all primary colors and is completely sharp even at full aperture f/1.8 (200 lines per mm!)	√	NO	NO
12. Telephoto lenses have 20 mm (!) extension range for continuous focusing from infinity to ultra close-ups	√	NO	NO
13. Lightweight lens mounts of telephoto lenses allow handheld pictures, even at slow speeds	√	NO	NO
14. Every lens is twice individually tested, by lens manufacturer and in camera factory—carries an unconditional guarantee	√	NO	NO
15. Slip-in filters are of finest optical glass and coated	√	NO	NO
16. Accessory clip for attachable exposure meter	√	NO	√
17. Eveready case holds ALPA with wide angle, 50, 75 or 90 mm lens plus lens shade, filter and exposure meter!	√	NO	√
18. Camera is very lightweight (21 oz.) and compact (5½ x 3½ x 3⅜"), designed to fit into your hands	√	NO	NO
19. Precision mechanism stands very rugged use	√	NO	√
20. Camera is manufactured in Western Europe (Switzerland)	√	NO	

the inimitable ALPA

combines all desirable features of a 35mm camera

ALPA

the ALL-IN-ONE 35mm Camera

The trade mark of photographic achievement

ALPA 4 (STRAIGHT REFLEX) FROM $199.00
ALPA 5 (PRISM REFLEX) FROM $269.00

Ask your dealer or write for Free illustrated brochure MA-9

Karl HEITZ Inc.
HIGH PRECISION PHOTO EQUIPMENT
Binoculars • Microscopes • Instruments
480 LEXINGTON, NEW YORK 17, ELdorado 5-5691

Write for special prices on earlier models

MODERN STEREO

(*Continued from page 38*)

"50" Viewer Corp., 946 Cahuenga Blvd., Hollywood 38, California.)

There's room for experiments

Before going any further, or getting you started actually taking "Stereo-smallies," I'd like to point out that this is a relatively uncharted field. It's far from being an exact science, because it's one of those peculiar instances in stereo where theory and actual viewing "fact" don't agree at all. Each different subject is completely new. After a lengthy period of experimentation I have finally decided that the 15 inch lens interocular is the most appropriate. Theoretically, then, with this stereo base which has been extended to more than five times the normal 2¾ in., you might quite naturally assume that every shot you took would automatically give you the tiny-people effect. Strangely enough, it doesn't work out that way at all. Sometimes the "miniaturization" is quite pronounced, and just as often it's hardly noticeable. Also, different people viewing the same slide will react differently. The photographer who is well acquainted with stereo in all its aspects views this type of slide from a completely different approach than does the newcomer to stereo. The stereo man *knows* what to look for, so he sees it "properly." Most people have to be led by the hand, so to speak, if they are to enjoy the viewing fun of this type of photo. You do this by the proper setting of the scene.

For example, let's go back to *Photo 2* again. This is the ideal type of set-up: your people are in the immediate foreground and the main scenery is in the distant background. The girl and the two boys appear very tiny because of the wide interocular, yet the distant building seems perfectly normal. The building is far enough away from the spread-apart cameras so that the wide interocular has little more effect (visually, to most of us) than would the regular interocular. *This achieves your goal here: to put tiny-appearing people in normal-appearing surroundings.*

This particular column, admittedly not an "easy" one, is written in the nature of an experiment. I'd like to think that many of the serious amateurs who are looking around for new stereo worlds to conquer will take an idea like this and use it as a springboard to all sorts of adventure. Take my word for it: a successful "stereo-smallie" is quite an achievement, producing one of the most intriguing effects in stereo. But it's not by any means a cut and dried affair. You have to keep trying until you achieve just the proper effect. Your subject, your background scenery, all are important.

Important, too, is that you team up with someone who has a camera with pretty-nearly-exactly the same focal-length lenses as yours. If they're not

(*Continued on page 42*)

"If you don't see it ... Ask for it!"—phone: BOwling Green 9-1537 • "WALL" introduces the FIRST Single Lens TURRET REFLEX CAMERA IN THE WORLD

WALL ST. Camera Exch.

"SHOP AND SWAP CAMERA CENTER"

WSC EXCH.

80 WALL STREET
NEW YORK 5, N. Y.

1955 RECTAFLEX Rotor and Sx — TWO STYLES

TRADE-IN FOR NEW 1955 MODELS

EVERYTHING PHOTOGRAPHIC HAS $$$ VALUE AT W.S.C.E. TRADE YOUR OLD MODELS REGARDLESS OF MAKE. PLEASE TELL US YOUR NEEDS. WHAT HAVE YOU TO TRADE?

TRADE IN Your Old Lens!

NEW 1955 LENSES for your EXAKTA EXA PENTACON PRAKTICA etc.

NEW 1955 MACRO KILAR LENSES*

One lens takes { Wide Angle, Standard and Close-up Pictures }

Macro Kilar "E" $89.95
Focuses from 4" to Inf.
Macro Kilar "D" $114.95
Focuses from 2" to Inf.

*Available for: Kine Exakta, Praktiflex, Pentacon, Contax D, Rectaflex.

LENSES FOR LEICA, CONTAX, NIKON, CANON

21mm f4.5 Biogon	$159.50
28mm f3.5 Serenar (for Nikon)	88.50
35mm 3.2 Serenar	59.50
37mm f3.5 Summaron	59.50
35mm f2.8 Zeiss	89.50
85mm f1.9 Serenar	89.00
85mm f2 Sonnar	91.50
85mm f1.5 Summarex	169.50
100mm f4 Serenar	57.00
135mm f3.5 Serenar	87.50
135mm f4.5 Schacht	39.50
135mm f3.5 Schacht	48.50
300mm Kilfitt	98.50
400mm Novoflex	129.50

LENSES FOR EXAKTA, EXA, PRAKTIFLEX, PENTACON, ETC.

28mm f3.5 Angenieux	$ 79.50
35mm f2.5 Angenieux	57.50
50mm f2.8 Auto Westenar	39.50
73mm f1.5 Zeiss	89.50
80mm f2.8 Zeiss Preset	67.50
85mm f2.8 Travenar, pre-set	49.50
90mm f2.5 Angenieux	56.50
90mm f4 Sun	19.50
90mm f4 Sun pre-set	27.50
105mm f4.5 Elgeet	26.00
135mm f4.5 Steinheil	27.50
135mm f3.5 Colinar pre-set	43.50
135mm f3.5 Picon, pre-set	34.50
135mm f3.5 Travegon Automatic	39.50
180mm f3.5 Picon pre-set	39.50
250mm f5.5 Picon pre-set	62.50
360mm f5.5 Nenar	89.50
400mm f5.5 Meyer Tele-Megor	97.50
400mm f5.6 Novoflex	97.50
400mm f4.5 Telagon	229.00

All lenses ctd.; used; like new; demonstrators.

SAVE-A-BUCK DEPT.

• *Used* • *Like new* • *Demonstrators*

Leica IIIF, f2 Summitar	$154.50
Leica IIIF, f2 Summicron	189.50
Leica IIF, f3.5 Elmar	19.50
Leica IF, f3.5 Elmar, R.F.	82.50
Leica IIIC, f2 ctd. lens	97.50
Leica IIIA, f3.5	67.50
Canon IVS-2, f1.8, latest	159.50
Canon IVS, f2 ctd. lens	117.50
Canon IID, f3.5 ctd. lens	68.50
Contax IIA, f2 ctd. Sonnar	149.50
Contax IIIA, f1.5 ctd. Sonnar	197.50
Contax II or III, f2.8 Tessar	72.50
Exakta VX, f2 ctd. Biotar	149.50
Exakta V, f2 ctd. Xenon	109.50
Exakta II, f2.8 ctd. Tessar	78.50
Exakta, f3.5 lens	59.50
Exa, f2.8 Auto. Westenar	77.50
Revere 888 Projector	79.50
Retina IIIC, f2 Xenon	126.50
Ihagee Penta Prism	26.50
Ihagee Rangefinder Insert	13.75
Argus C4, f2.8, R. F.	47.50
Bolsey B, Rangefinder, f3.2	19.50
Retina II, f2 ctd. lens	57.00
Retina IIA, f2 ctd. lens	87.50
Prominent, f1.5 Nokton	137.50
Nikon, f2 ctd. Nikkor	124.50
Nikon S-2, f1.4 Nikkor	227.50
1955 Minicord, f2.5 ctd. Synch	57.50
Minicord, f2.5 ctd. lens	37.50
Praktica FX, f2.9 lens	46.50

HERE ARE FEW MORE LOW COST TRADES!

Exakta VX	$49.00 + your Exakta V
Exakta VX	84.50 + your Exakta I or II
Exakta VX	98.00 + your Exa
Exakta VX	32.50 + your Leica IIIF
Exakta VX	32.50 + your Contax IIA
Exakta VX	89.00 + your Cont. II or III
Exakta VX	59.00 + your Contax D
Exakta VX	89.00 + your Praktica FX
Leica IIIF	59.00 + your Leica IIIC
Leica IIIF (Self Timer)	49.50 + your Leica IIIF (Red dial)
Leica M3	119.50 + your Leica IIIF (S.T.)
Contax IIIA	49.50 + your Contax IIA
Rolleicord IV	49.50 + your Rolleicord III
Rolleicord V	49.50 + your Rolleicord IV
Rollei 2.8C	119.50 + your Rolleiflex MX
1955 Rollei	66.00 + your Rolleiflex MX
Vitessa "L"	39.50 + your Vitessa MX
Minox IIIS	39.50 + your Minox III
Pre-set Triotar	29.50 + your Triotar Lens
28mm Angenieux	38.50 + your 35mm Angen.
Revere 88S	69.50 + your Revere 44
1955 Exa	37.50 + your Argus C3
1955 Exa	46.50 + your Bolsey B2
1955 Exa	27.50 + your Signet
Westagon F2	19.50 + your Biotar P.S.

ALL STILL & MOVIE CAMERAS & LENSES TRADED
What have you? What do you need?

BRAND NEW AUTOMATIC 1955 EXAKTA VX

• Internally improved shutter • Body lock, prevents accidental double exposures even with Penta prism • New Exposure Counter with External Gear • Standardized Rewind Button, etc.

43.50 PLUS your old EXAKTA VX
BODY FOR BODY

NEW 1955 NIKON S-2

• Rapid Film Transport • 1-1/1000 sec. • Synch for strobe & bulbs • Single Window Range & Viewfinder • Luminous focusing • Life size finder

69.50 plus your CONTAX IIA or LEICA IIIF $89.50 plus NIKON SI [body for body]

ALL CAMERA TRADE-INS ACCEPTED

50mm f1.4 ctd. NIKKOR LENS For Contax, Nikon, Leica, Canon

"The lens used by 'LIFE' Photogs."

$68.50	+ your 1.5 Sonnar lens
89.50	+ your f2 Sonnar lens
39.50	+ your 1.5 Summarit lens
37.50	+ your f2 Summicron lens
69.50	+ your f2 Nikkor lens

Brand NEW 1955 CONTAFLEX II

• Built-in Exposure Meter • Light value system • Auto pre-set f2.8 Tessar lens • Rangefinder-Prism • Self timer • 1-1/500 sec. • MX Synch

69.50 Plus your Contaflex I | 99.50 Plus Your Contessa MX

New CONTAFLEX TELEPHOTO LENS

• 1.7 X Telescop Lens • Six Elements • f5.6 • Fits in front of regular lens of Contaflex I or II

110.00

. . . complete with carrier to attach to Contaflex Camera

NEW 1955 CONTAX* IIIA & IIA

• Fully Flash Synchronized • all bulbs & strobe • Standard Flash Posts—no special cords.

69.50 old IIIA for New IIIA | old IIA for new IIA
BODY FOR BODY*

All Trades Welcomed

NEW 1955 FULLY AUTOMATIC

50mm f1.9 AUTOMATIC XENON LENS

58mm F2 AUTOMATIC BIOTAR LENS • Converts your camera to full AUTOMATIC OPERATION!

59.50 plus your Pre-set Biotar

Trade-in for 1955 f2.8 Automatic Tessar 59.50 plus your Tessar 3.5P $ | 49.50 plus your Tessar 2.8P $ | 68.50 plus your Tessar 3.5

NEW 1955 RETINA IIIC

• Interchangeable Lenses • New Light Value Scale • Self Timer • Fully Synchronized • Rapid Wind Film Lever

69.50 plus your old Retina IIA

ALL TRADES WELCOMED

1955 RECTAFLEX ROTOR

with f1.5 Pre-set Angenieux lens 660.00

Rectaflex Turret has versatility of 3-lens turret in a single lens reflex camera. No time lost changing lenses!—a flip of the turret brings the desired lens into immediate use.

• EMBODIES ALL THE FEATURES OF RECTAFLEX STANDARD.
• COMES WITH PISTOL GRIP AND RIFLE STOCK.

28mm f3.5 Wide Angle Angenieux Lens....$120.00
135mm f3.5 Angenieux Telephoto Lens 73.50

↑ TOP Blue Book TRADE-IN ALLOWANCE on *your Equipment toward a* 1955 RECTAFLEX ↓

RECTAFLEX SX

WITH MACRO KILAR 'E' LENS

364.95

• LIFETIME GUARANTEE
• Single Lens Reflex • Interchangeable Lenses from 28mm to 600mm
• Split-Image Rangefinder
• Speeds 1-1/1300 Sec. • Complete Line of Accessories
• Synch Strobe & Bulbs
• JEWELED SHUTTER MOVEMENT

ALL CAMERAS TRADED

BRAND NEW EXAKTA VX* OUTFIT

Regularly $574.70
NOW 298.50

• Brand New Exakta VX*
• Pre-set Biotar Lens
• Penta Prism Finder
• Split-Image Rangefinder Insert
• Extra Ground Glass Insert
• 100mm f4.5 Exakta Co. Telephoto Lens
• 40mm f4.5 Zeiss Tessar Wide Angle Lens
• Exakta Extension Tube Set for Close-Ups
• Exakta B.C. Flashgun • Leather Case
(1953 Model)*

SAVE 60% UP TO ON THESE 2 COMPLETE CAMERA OUTFITS

Brand NEW 1955 EXA MX OUTFIT

• Brand new 1955 EXA MX
• 50mm f2.8 Zeiss Tessar Lens
• Penta Prism Finder
• Split-Image Rangefinder Insert
• Extra Ground Glass Insert
• 100mm f4.5 Exakta Co. Telephoto Lens
• 38mm Exa wide angle lens
• Exa Extension Tube Set for Close-Ups
• Exa B.C. Flashgun • Leather Case

Regular $332.15
NOW 143.50

The Exa is the streamlined version of the famous Exakta Camera. The Exa accepts all Exakta lenses & accessories.

"SHOP AND SWAP CAMERA CENTER" WSC EXCH.

WALL ST. CAMERA EXCH.
80 Wall St., New York 5M, N.Y.
Dept. M95
Phone: BOwling Green 9-1537

☐ I WANT TO BUY. Rush best offer on.....

☐ I want to trade.* Rush best offer for my .....

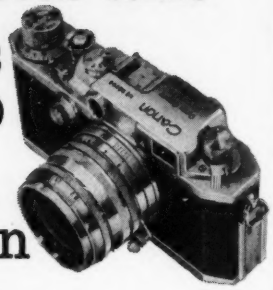
Name .....
Address .....
City/Town ..... State .....

☐ Send Copy of Wall St. Cam. News Free!

All our merchandise fully guaranteed 1 year. 10 day return privilege.

"The CAMERA TRADE-IN MART OF THE NATION"

The Stackpoles take their Canons (Serial Nos. 78291 & 77576) on an Underwater Vacation



When Peter and Hebe Stackpole vacation, they often spend much of their holiday underwater, for they are the nation's most enthusiastic underwater-photography couple! And quite naturally, they take their Canon cameras with them, because Canon is ideally suited to even this unusual photographic task. Whether exploring the ocean's sub-surface, or up among the outer strata of earth, Canon's simplicity of controls, and complete versatility, make it the professional's No. 1 choice!

The unusually wide angle of view and edge-to-edge sharpness of the Canon 28mm f:3.5 are most appreciated underwater . . . because the water itself acts as a lens, cutting the normal lens angle down.

Pete is an old hand underwater, having made some of the first watertight housings. This is Pete's latest, shown with his Canon in operating position. All controls are accessible from the outside, providing him with all the maneuverability of the land-lubber's camera. It wouldn't surprise us if he designs a housing to change film underwater, too!

Here Pete is artistically framed by undersea wreckage . . . an underwater "candid" by Park Breck of Bermuda.

Here's a friend of the Stackpoles in a miniature diving helmet, playfully feeding some underwater acquaintances by hand. It's like living inside a goldfish bowl! This shot was made by Hebe, who is shown at the right with her camera rig.

Peter and Hebe Stackpole are among the many serious camera enthusiasts who have chosen Canon. Whatever your particular pursuit of photography . . . the exacting precision of the professional . . . or the demanding versatility of the amateur, Canon is a sound choice. Write for our free booklet, "Canon Means Versatility." It's "must" reading for the serious picture-taker!

The Canon System of Photography

Canon Sales Co., Inc. • 67 Wall Street • New York 5, N. Y.

MODERN STEREO

(Continued from page 40)

similar you'll get a set of fifteen-inch-apart stereos all right, but they'll be very difficult to mount and view properly (since one image will be *larger* than the other). A suggested solution to this problem—if any particular set of two stereo cameras produces any disturbingly great degree of variance in image size—is to limit yourself to photos that have a bit of *sky at the top* (*see Photo 3*). This makes it easy to line up the two transparencies, left and right, without getting into too much viewer problem. Through hand mounting if necessary, the difference in image size can be "taken up" by the blank sky at the top. Just line the bottom points up exactly.

3. A wide-base stereo made these people seem only 12 in. tall, yet the background appeared normal in size.

Photo 3, by the way, was taken with two Leica cameras on individual tripods set 18 in. apart. In the original stereo, the people and flowers in the foreground all look very tiny, contrasting with the normal-sized-appearing building in the background. At the beginning of my experiments I thought that it might be simpler to use two Leicas that way . . . but using two *stereo* cameras gives you results that are easier to handle, mounting-wise. Also (*Photo 3, still*), always keep in mind that your cameras must be located quite high—fifteen or twenty feet is swell—for these photos. This looking-down-upon effect is an important psychological force that helps convince the persons viewing your slide that they are indeed viewing very tiny people. In this particular instance I was fortunate in that a bridge crossing at this point gave me a perfect vantage point for shooting down. Therefore, my regular-height tripod was perfectly adequate. Another "natural" vantage point may be had by shooting out of a second story window, etc. I'll leave it to you to work out your own situations.

Which is where I leave you. If you run into trouble, let me know about it and I'll try to help you out.—THE END

THE HEAT'S GOT US!

JUST LOOK AT THESE PRICES!

A PROFESSIONAL METER AT AN AMATEUR PRICE

SEKONIC
PHOTO ELECTRIC EXPOSURE METER

- Simple to use
- For the New Compur 'Light Value' system!
- Direct Reading
- Humidity-proof
- Long Life

$8.45
complete with case and chain

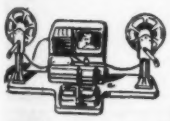
16MM FANS

The most sensational telephoto lens ever offered the public! Razor sharp, color corrected, click stops, focusing mount.

3" f:1.5

$75.00

Sold with a 30 day money back trial period.

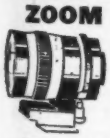


SAVE OVER 50% on Movie Editing Equipment

MANSFIELD EDITORS
complete with action Editor, rewinds, splicer.

8mm Action Reg. $39.95	Now	$22.75
8mm Deluxe Reg. 59.50	Now	27.95
16mm Deluxe Reg. 69.50	Now	32.50

ZOOM FINDER



FOR LEICA, CONTAX, CANON NIKON, etc.

From 35mm to 135mm

$14.95 incl. case

STEREO PROJECTOR

Nationally Advertised — Brand New!

with f:3.5 ctd. lenses, twin 500 watt lamps, blower cooled, horizontal and vertical alignment.

only **$74.50**

Brand New Nationally Advertised

RICOHFLEX VI OUTFIT

Precision Imported Reflex

- Matched f:3.5 ctd. lenses
- Built-in Synch
- Takes 35mm film back

ONLY **$19.95**
Case $4.95

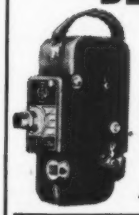
LEICA IIIF

The very latest "Red Dial" model with fully synchronized shutter, speeds from 1 sec. to 1/1000 sec. built-in rangefinder.

$197.50 Used

F:2 SUMMICRON

THE BEST BUY MITCHELL HAS EVER OFFERED IN A 16MM MOVIE CAMERA



Look at these features!

- f:2.5 Lens
- 100 ft. economical spool load
- Interchangeable lenses
- Slow motion and sound speed
- 20 ft. wind
- Brilliant Finder

AND LOOK AT THE PRICE — REG. $59.50 — MITCHELL PRICE..... **$39.95**

---

1. INTERCHANGEABLE LENSES!
2. SINGLE WINDOW COUPLED RANGEFINDER & VIEWER!
3. RAPID TRANSPORT LEVER!

35mm LORDOMAT

WITH F2.8 CTD. LORDON LENS, CLICK STOPS

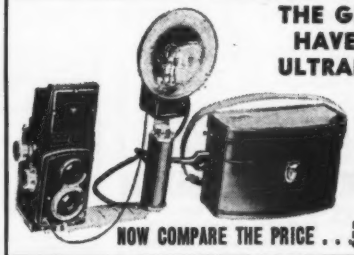
- Film Speed Indicator
- Double Exposure Prevention
- Positive Automatic Lens Coupling System
- Detachable Back for Easier Loading
- Die Cast Aluminum Body
- Shutter Speeds from 1 sec. to 1/300 of a sec.
- Built in Self Timer
- Adjustable MX Flash Synch

FEATURE FOR FEATURE . . . DOLLAR FOR DOLLAR . . . IT CAN'T BE BEAT!

The 1955 camera sensation from Wetzlar, Germany.

ONLY **$89.50**

Deluxe Leather Eveready Case.. 9.95 — Patented Taco Color Flashgun.... 7.95



THE GREATEST BUY WE HAVE EVER OFFERED ULTRABLITZ *Expert*

ELECTRONIC FLASH UNIT

COMPARE THESE FEATURES

- Weighs only 3½ lbs.
- Operates on four 15¢ Batteries
- Also operates on AC current
- 1/1000 sec. flash duration
- Guide # 250 for B&W

NOW COMPARE THE PRICE . . Reg. $89.50 MITCHELL'S SPECIAL Quantities Limited **$39.95**

Large DeLuxe Heavy Duty **GADGET BAG**
10 x 7¾ x 3. Extra pocket, Button Down Flap. Zipper top.
$4.95 value Postage 25¢ **$2.25**

SAVE $12

Genuine Leather Gadget Bag 10 x 12 x 4
Reg. $24. Postage 75c
$12

Lowest Prices Ever!
PLASTIC RECORDING TAPE
5" Reels 3 for $4.99
7" Reels 3 for $6.99

8mm CAMERA OWNERS SENSATIONAL BUY ON THE FASTEST TELEPHOTO LENS MADE

1½" f:1.4
$24.95
REVERE, KEYSTONE, DE JUR, BOLEX, ETC.

Brand New

PRAKTICA FX

A terrific buy of one of the best single-lens reflex cameras. This is the newest model with F2.8 TESSAR and PRE-SET DIAPHRAGM. Fully synched.

Brand New—REG. $164.00. **$78.50**

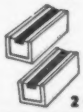
Convert Your Slide Projector

SAVE ON BRAND NEW AUTOMATIC SLIDE CHANGER

Newest way to store and show slides! For 2 x 2 projectors, fits AMPRO, KODAK, SVE, TDC, VIEWLEX, SKAN, BRUMBERGER. Complete with mag. of 36 slides and adapter. Specify projector model.

Reg. $14.95 **$9.95**
Mag. $2.25—Spec. **$1.59**

TDC—VIEWLEX OWNERS! THIS IS FOR YOU!



Trays for your TDC Selectron or Viewlex Change-O-Matic. Holds 36 slides per tray, cardboard or glass.

2 for 99¢ — 12 for $5.50

BRAND NEW FAMOUS DAVIDSON STAR D TRIPOD

Conquest Elevating	Reg.	Now
	$19.95	$13.95
3 section	15.40	9.49
4 section	17.50	10.95

EXTENSION TUBES FOR LEICA
HIGH QUALITY GERMAN MADE ANODIZED

Reg. $17.95 **$4.95**

NOW IS THE TIME TO BUY THAT LENS!

8MM

7mm F2.5 W.A.	$18.50
6.5mm F1.9 8-ELEMENT W.A. RETROFOCUS	28.75
1½" F3.2 FOCUS MT.	10.75
1½" F2.9 FOCUS MT.	12.95
1½" F2.5 FOCUS MT.	15.99
1½" F1.9 FOCUS MT.	21.95

16MM

17mm F2.7 W.A.	$24.45
3" F3.5 FOCUSING	22.75
3" F2.5 FOCUSING	29.75
3" F1.9 FOCUSING	34.95

---

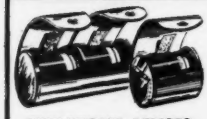
mitchell camera stores, inc.

127 WEST 50th STREET, NEW YORK 19, N. Y., PL 7-6812

Write for Our New Catalog #M9 C.O.D., please send 10% deposit. Include postage on all prepaid orders. Excess refunded.

More 35MM fans buy film &

Spiratone AUX. TELEPHOTO and WIDEANGLE LENSES



SPIRATONE LENSES OFFER THESE EXTRAS:

- Built-in or Separate Filterholder furnished for each (set of) lens(es)
- Interchangeability of standard adapters, so that one lens may often be used with several cameras (each lens is supplied with only one adapter—extra adapters are $1.25 each, when suited).
- Extra hard S-coating.
- Excellent color-correction.
- Lifetime Service Guarantee.
- No change in exposure or lens opening needed.
- Comprehensive instructions for simple use—lenses fit your camera like filterholders, require no installation.
- Availability of filters — your free choice of any TWO with every aux. lens you buy, selected from these: yellow, orange, green, haze, red, blue. Others $1.00 each.
- Availability of MATCHED telephoto and wideangle finders, and a special Universal Finder.
- Finders fit accessory clip, can also be used handheld.

FOR COLOR — FOR BLACK AND WHITE

By far the most popular accessory for the 35mm camera owner! Spiratone lenses add to the camera the advantages of telephoto effects for improved perspective in portraits, for moderate distance shots so that the important subject matter will fill the entire negative or slide; and of wideangle effects, for landscapes, and indoors, where space is limited; of greater depth of field.

UNIVERSAL AND CLOSEUP (+1, +2, +3) FINDER, the most versatile finder ever made, matched to your normal 50mm or 44mm lens, telephoto and wideangle Aux. Lenses. Has parallax correction to 10", for use with +1, +2, +3 closeup Lenses, and from three feet to infinity. **$9.95**

Each lens in leather case (incl. 2 filters) *Shpg. Chg. 25c* **$16.95**

Set of both lenses, in double leather case (including 4 filters) *Shipping Charge 60c* **$29.95**

Each Finder, telephoto or wide-angle both for $7.49 **$3.95**

Universal 44mm finder, for Contassa, Bolsey, Signet etc. reg. 8.50 **$4.98**

Accessory Clip for Argus C3, easily installed $1.00

Accessory clip, easily glued to most cameras 75c

GREAT NEWS

Spiratone aux. telephoto and wideangle lenses, greatly improved, are now available at the same low prices for 2¼ x 2¼ Twinlens Reflex Cameras—Rolleicord and Rolleiflex bayonet mount (f:3.5 only), Ciroflex, Graflex 22, Richoflex, Kodak Reflex. For twinlens users seeking a moderate increase or decrease in focus length, Spiratone aux. lenses add greatly to the versatility of their camera, with

SPIRATONE AUXILIARY LENSES ARE AVAILABLE FOR THESE 35MM CAMERAS AND MANY OTHERS

ARGUS C3 C4 — EBIXA
BANTAM — KODAK 35
BOLSEY — MERCURY
CONTAFLEX — RETINA
CONTESSA — SIGHET
EDINEX — VITO

CLOSEUPS ARE SIMPLE

and inexpensive, when you buy your closeup accessories from Spiratone, the only firm specialized in low-cost closeup photography equipment.

GOOSENECK LIGHT ATTACHMENT $5.95

With C clamps, fits copy-stand or enlarger pole. 2 bullet reflectors, $1.00 add'l. *Sh. Wt. 4 lbs.*

DELUXE COPYING STAND

Designed by us for use in conjunction with closeup lenses, extension tubes, bellows attachments, to complete with a moderate investment, your closeup and copying equipment. Strong enough for a 4x5", yet compact in storage (two-piece post) and equally well suited for copying, medical, scientific work and movie titling. Camera bracket permits centering of camera over subject. 15x18" baseboard is very practical for large originals, 1½" diameter pole is 38" high. *Shipping Weight 11 lbs.* **$9.95**

FREE with orders over $3.00, or send 25c for CLOSEUP DICTIONARY . . . Contains all needed tables, too.

EXTREME CLOSEUP LENSES

can be used with any camera—with the greatest of ease and with no extra accessories. You can get as close as 8" with a Plus 4, 7" with a Plus 5, 5½" with a Plus 6, 3½" with a Plus 10. You can use two extreme closeup lenses, with a double retaining ring, for even more extreme closeups. With a Plus 5 lens, you can fill the complete 35mm frame when reproducing a postcard: a Plus 10 lens is just right for insects, stamps and coins. Extreme Closeup lenses make macrophotography possible with a tiny investment. All exc. Plus 10, mounted in metal rings.

	Ser. V	Ser. VI	Ser. VII
Plus 4	1.75	2.00	3.25
Plus 5	1.95	2.30	3.75
Plus 6	2.25	2.75	4.25
Plus 10	2.65	3.25	5.25
Dbl. Ret. Ring	.85	.95	1.50

CLOSEUP (Portrait) LENSES

bring within every photographer's reach subjects which would be too small if photographed at the regular 3 ft. closest camera setting: Head and shoulder portraits, children's pictures, copy work—a whole new field of picture taking. All Closeup Lenses are mounted in metal rings. Deluxe lenses, made by nationally famous manufacturer, have diopter power engraved on rings.

	Reg.	Deluxe
Ser. IV		1.15
Ser. V	1.00	1.30
Ser. VI	1.25	1.50
Ser. VII	2.00	2.80

Plus 1 focuses from 38" to 20", Plus 2 from 20" to 13", Plus 3 from 13" to 10"—for versatility, you will want set of all three Closeup Lenses. *Shpg. Chgs. 1-4—10c.*

6-PC. EXTENSION TUBE SET

for Kine Exakta, Exa. This set contains two precision-fitted brass adapters and four tubes, 5mm, 15mm, 30mm and 45mm, providing the greatest possible range of closeup work from a 3.4 reduction to a 2.2 magnification ratio. *Shipping Charge.35c.* Same set but with one FOCUSING TUBE from 40mm to 55mm, alone a $10 value. Complete set $11.50. **$7.95**

4-PC. EXTENSION TUBE SET

for Praktica, Praktiflex FX, Contax, S, D, DA, Pentacon

This exceptionally well-made set includes in addition to the usual 5mm, 15mm and 30mm tubes a 45mm tube, thus permitting up to 2X magnification, when the complete set is used: a tiny object, ½" x ¾" can be made to fill the entire 35mm negative or transparency! *Shipping Charge 35c.* Same set, but with one FOCUSING TUBE, alone a $10.00 value, increasing maximum extension to 100mm. **$9.95**

LEICA, CANON 4 PC. EXT. TUBE SET, INCL. ONE FOCUSING TUBE, $10. VALUE **$10.75**

FOLDING BELLOWSCOPE

$14.95 ppd. Available for Leica, Canon, Kine Exakta, Exa, Praktica, Praktiflex FX, Contax S, D, DA, Pentacon.

The most useful of lens-to-camera closeup accessories. It weighs only 5 oz., has fine leather bellows and a geared track with a positive lock. A sturdy accurate frame assures proper alignment. An extension range up to 5" is provided, with exposure factors engraved on the track.

COMBI. OFFER: FOLDING BELLOWSCOPE AND PROXISCOPE, both for (*Shpg. Chge. 45c*) **$16.50**

MINUS LENSES for TELEPHOTO EFFECTS

If you have a camera using, or capable of using a bellows or extension tube set, you will want to invest in Minus Lenses for the thrill of taking telephoto shots without buying a regular telephoto lens, or extreme telephoto shots, in conjunction with your telephoto lens; for example, a single Minus 4 lens makes your 135mm telephoto into a 270mm telephoto—varied combinations will produce a variety of effects. Minus Lenses improve the perspective in portraits, too, by lengthening the effective focus length.

Minus Lenses are mounted in Metal Rings and are sold in sets of three (of your selection) or four. Available in Minus 1, 2, 3, and 4. *Shipping Charge 10c.*

Thousands of Exakta, Praktica, Contax S and Leica, Canon owners with reflex housings find Minus Lenses most useful accessories.

	PER 3	PER 4
SER. V	$3.80	$4.70
SER. VI	$4.35	$5.85
SER. VII	$6.00	$7.80

PROXISCOPE SR. $4.95

With elevating action

An absolute must for any kind of closeup and copy work. Doubles up as perfect elevating attachment, with both tripod and camera fittings for horizontal as well as vertical fastening of camera. *Shpg. Chg. 35c*

- A deluxe version of the most useful camera accessory for every practical photographer.
- Permits minute adjustments in a 4½" range on its geared track, with a positive lock at any desired point.

GROUNDGLASS FOCUSER for CONTAX II, IIA, III, IIIA $4.95

Fits directly inside film opening, makes possible foolproof composing, focusing.

COMB. OFFER: Ground Glass Focuser — 4 pc. Metal Extension tube set, a $20. value **$10.95**

Focusing GROUNDGLASS for LEICA, CANON

Permits checking of lenses, composing, focusing for closeups. **$4.95**

COMB. OFFER: Focusing Groundglass + Focusing Extension Tube for Leica, a $15. value **$10.50**

16" TO INF. 135MM TELE OUTFIT

for Kine Exakta, Exa, Contax S, D, DA, Pentacon

Made to our specifications, this superb coated, color-corrected lens gives a complete, uninterrupted focusing range from 16" to infinity, when used with a bellows unit —without the need for adapters or closeup lenses. Outfit consists of 135mm f:4.5 coated, color-corrected lens with clickstops, and Folding Bellowscope. *Shipping Charge 50c.* **$33.95**

RF-COUPLED CLOSEUPS WITH YOUR ARGUS C3 $2.49

Proxifocuser couples closeup lens to rangefinder, corrects for parallax, makes focusing to 10" foolproof and rapid. Just place Proxifocuser over view and rangefinder (no installation), place closeup lens into filterholder—and you are ready to take portraits, copy pictures and documents, photograph flowers and small animals. Nr. 1 (to 20"), Nr. 2 (20" to 13"), Nr. 3 (13" to 10").

Each Proxifocuser, regularly $4.95—now complete with Series V closeup lens, 2.49, all three, reg. $14.95—now	$6.98
Series V screw-in filterholder for filters and closeup lenses	$1.25
Set of 3 metal extension tubes for Argus C3, for extreme closeups, with necessary table showing settings	$5.95
Set of all three Proxifocusers, including three closeup lenses, plus three extension tubes, for complete focusing range from 36" to 2"	$10.75

Shipping Charge, each item 10c

SPIRATONE BACKS AND RECOMMENDS THESE NATIONALLY KNOWN QUALITY

LEATHER GADGET BAGS

Made by one of the foremost manufacturers in the field, and exclusively offered by us, through a special purchase, below or close to the usual wholesale prices. These bags are all brand new first class merchandise not to be confused with "seconds" or "closeouts" of inferior leather bags. *Shipping Weight of Gadget Bags; 4, 6, 6 and 6 lbs.*

SP3. The SP3 is liked for its overall versatility. Made of topgrain elktanned cowhide, the SP3 has one large, two small inside pockets, a roomy outside pocket that will hold plenty of the extras that make picture-taking real fun. Rigid shape-retaining bottom, reinforced with brass studs. 8" x 10" x 3"—recommended for the camera fan who likes his filters, exposure meter, extra films accessible, yet prefers a compact bag. Budget-priced at half of list. **$6.95**

SP4. A jumbo-sized, well-made genuine cowhide bag of beautiful appearance. Ample in size—9" x 11½" x 4"—for small press cameras and plenty of accessories. Zipper around top for easy accessibility of contents. Roomy inside pockets and an extra large outside pocket. **$10.95**

SP5. A topgrain pigskin bag for the advanced amateur or professional, large enough for press cameras (10" x 12" x 5"), or for taking "both cameras" along. "Wraparound" zipper, flashgun holder, shoulder pad. If you couldn't afford that $30.00 bag, you won't pass up the SP5 at a 54% saving. **$13.95**

SP6. The latest addition to our line, and one of the finest. An over-sized genuine cowhide pressbag. 10½" x 14" x 5", largest size available in gadget bags costing normally $40.00 to $50.00. Adjustable strap runs around bottom of bag—no equipment too heavy for this bag! Inside cover is a batterycase holder, on sides are one large pocket for meter, two small ones for filters. Adaptable inside partition. Back and bottom are fibreboard lined for extra support. We'd bet you'd only expect to pay that little only for a plastic bag, for the cowhide SP6 is only **$17.95**

REFLEX HOUSING for LEICA, CANON $29.95

SAVE ½ ON FAMOUS MAKE

- Changes your Leica, Canon into single lens reflex camera. Ideal for parallax-free closeup, telephoto, medical and scientific work.
- Focus with fraction-of-inch accuracy through magnifier on bright, curved ground glass, press release: mirror jumps up, exposure is made of exact image you saw.
- Use Extension Tubes or Bellowscope for closeups, or with special 135mm lens for complete closeup to infinity range.
- Housing comes complete with this equipment: Foolproof lever double release device—elegant storage chest—rear and front caps.
- Lightweight (8 oz.) all metal construction allows handheld shooting even at slow speeds.
- 18 page inst. manual on reflex photography for your Leica, Canon.

SAVE MORE STILL BY BUYING THESE COMBINATIONS

REFLEX HOUSING

*2-pc. Metal Extension Tube Set	$32.95
*Special Ctd. 135mm f:3.8 Sun tele lens, in foc. mt.	64.95
*Folding Bellowscope	39.95
*Folding Bellowscope and special 135mm f:4.5 tele.	98.95

FREE with any combination above: Unique Dual Cable Release, for smooth off-the-camera releasing, a $6.95 value.

Shipping Charge $1.00

Black and white FINE GRAIN 35mm SERVICES

PRICES INCLUDE POSTAGE

"SUPERB" Ultra Fine Grain Processing and 3¼" x 4¼" doubleweight velvet enlargements, 20 exp. roll ..... 36 EXP. ROLL $2.00 — 20 EXP. ROLL $4.15

"EXCELSIOR" Ultra Fine Grain Processing and 3¼x4¼ glossy enlargements, 20 exposure roll ..... 36 EXP. ROLL $1.83 — 20 EXP. ROLL $3.40

The cost of reprinting uncut developed rolls is the same as that for undeveloped rolls.

Ask for free mailer, price list on b&w, color services.

"MASKOSPOT" The most highly-perfected 35mm service. Ultra Fine Grain Processing and enlargements on doubleweight velvet or singleweight glossy (please specify which) paper.

	36 EXP. ROLL	20 EXP. ROLL
3¼ x 4¼	$2.80	$1.80
3½ x 5	2.12	2.00
4 x 6	3.00	2.35

"PROJECTION POSITIVES" Ultra Fine Grain Processing and b&w transparencies for viewing or projection without effecting your negatives. Each negative is individually exposed on its safety film. 20 exposure roll ..... 36 EXP. ROLL $3.00 — 20 EXP. ROLL $2.00

accessories from Spiratone!

Fresh 35mm Safety

Film is a matter of confidence—you never know, if you get a "bargain" until it is too late. Spiratone's prices are the lowest possible—for consistently reliable film. That's why not only thousands of amateurs, but scores of professionals, of hospitals and colleges, of scientists and government agencies—in short, critical users who can't gamble—rely on Spiratone. Play safe—use only Spiratone tested and recommended film.

KODAK 35MM MICROFILE

An extremely fine grain pan film for making reduced copies of books, letters, etc. ASA Tun. 16. Has finest resolving power of any 35mm film, 175 line per mm (double that of Plus X).
Prices for 20 exp., 36 exp. bulk, same as Infrared.

TRY THEM ALL—THE ECONOMICAL WAY 35MM COLOR FILM TRIAL PACKAGES

"Exclusive Color Films"
Ektachrome ASA 32
Kodachrome Daylight
Kodachrome Type A
Aero Ektachrome ASA 40
80 exp $8.95 ppd. incl. expert process.

"Mixed Color Films"
Anscochrome ASA 32
Anscochrome ASA 128
Spiratone P.B. Tungsten
Spiratone P.B. Daylight
80 exp $8.47 ppd. incl. expert process.

FREE WITH EITHER COLOR TRIAL PACKAGE: 20 exp. Anscocolor Tungsten—Buy BOTH trial packages and we'll throw in three Anscocolor Tungsten rolls.

FRESH SAFETY KODAK B&W FILM

All four popular speeds, Panatomic X (Background X), Plus X, Super XX and Tri-X are available in 27½ ft., 50 ft. and 100 ft. lengths and 20 and 36 exposure reloads.

27½ ft. $1.39 · 50 ft. $2.29 · 100 ft. $3.86
Shipping charges 10c, 30c, 30c

COMBINATION SPECIAL
Daylight loader with 5 cartridges plus 100 ft. of black & white film, a $9.80 value $7.99
Shpg. Wt. 4 lbs.

BLACK & WHITE RELOADS
in metal cartridges may be assorted
20 EXP. 40c ea. 6 for $2.00
36 EXP. 60c ea. 4 for $2.00
Shpg. Chgs. 1 or 2 5c; 3 to 6 20c; 7 to 12 35c.

ALL YEAR B&W ASSORT
Daylight loader with 5 cartridges plus 27½ ft. each of Panatomic X, Plus X, Super XX and Tri-X $10.49

Fall Special **FREE** with every 100 ft. b&w 35mm bulk roll: 36 exp. Infrared or Microfile!

35MM ANSCOCHROME

20 exp. reloads, in metal cartridges, ea. $1.50
3 for $4.18; 7 for $9.50.
Ship. Charges 5c, 10c, 25c.
TRIAL SET: 20 exp. Anscochrome reload, chemicals for processing, all for $2.62
TRIAL SET, for ASA 128.....$2.98
Ship. Chge. 25c

ASA 32—DAYLIGHT
OFFER 'A' 28 ft. roll, in Easy loader, makes 8 — 20 exposure rolls, incl. proc. by us. ...$14.95
OFFER 'B' 28 ft. roll, in Easy loader, 8 cartridges, Qt. size Developing Kit, 100 glassbinders.
Shpg. Wt. 6 lbs. $14.95

Spiratone PRIVATE BRAND COLOR FILM

COLOR FILM COSTS SLASHED BELOW THE USUAL COST OF BLACK & WHITE FILM!

A carefully quality-controlled colorfilm, processed in one of the country's most modern plants. Made to our specifications, the low cost is due to direct maker-to-user distribution.
Spiratone Private Brand would cost just as much as other color films, if sold through the usual channels.
Private Brand Color Film is available in Daylight (ASA 10) and Tungsten (ASA 10) types, requires the same correction and conversion filters as Kodachrome. 20 and 36 exposure rolls are delivered ready for use in new cartridges.

20 Exposures	36 Exposures	Prices include 5-day processing and mounting
each.....$1.80	each.....$2.80	*Shpg. Chge. 10c*
3 for 5.30	3 for 7.77	

ANSCOCHROME INCLUDING PROC FOR ASA 128

20MM 20 EXP. $2.59 ppd. 3 for $7.50
120 OR 620 $2.39 ppd. 3 for $6.80

Spiratone is proud to be first to offer the new Anscochrome with the revolutionary speed-increasing processing described in the June '55 issue of "Photography," enabling you, for the first time, to take fast action shots, shoot in poor light, as you would with a fast B&W film!

Save up to 40% on fresh KODACHROME 35MM RELOADS

Specify Daylight or Type A

20 exp. ea. $2.50	3 for $6.95	9 for $9.95
36 exp. ea. $3.70	3 for $10.50	9 for $29.95

PRICES INCL. PROC. *Shpg. Chgs. 1 to 3, 10c; 9, 50c.*

NEW FALL 1955 CATALOGUE contains a wealth of interesting accessories at fabulously low prices. Write for yours today naming camera(s) you have. For only 25c we will include popular 64-page 75c "Dictionary on Photography"!

AERO EKTACHROME

In response to the great demand for dependably presented, properly processed Aero Ektachrome, we have, after exhaustive tests, made arrangements with an excellent laboratory, assuring the only correct processing which will produce good results. Allowing for an ASA speed 40 for well-balanced transparencies. Prices include 40 hr. processing and return postage.
Shipping Charge 1-2 5c, 3-6 20.

35MM IN METAL CARTRIDGES
20 EXP. $1.77 ea. · 3 FOR $4.80
120, 620, 8 exp., 2¼ x 3¼ or 12 exp. 2¼ x 2¼ $1.88 ea. · 3 FOR $5.25

World's Widest Selection of COLOR FILM PROCESSING

for 120, 620, 35mm 20 exp. films

ANSCOCOLOR, ANSCOCHROME, EKTACHROME, AERO-EKTACHROME	.75
ANSCOCHROME, EXPOSED FOR ASA 64 OR 128	1.25
AGFACOLOR, DUFAYCOLOR, GAEVACOLOR	2.25
KODACHROME, 36 EXP..... $1.50; ..... 20 EXP....	1.00
ANSCOCOLOR, ANSCOCHROME, INCL. STEREO-MOUNTING (16 prs.)	1.50

"DIFFERENT" B & W 35MM TRIAL PACKAGES

"IMPORTED FILMS"
20 exp. Ilford HP3, ASA 125
20 exp.: Adox KB 14, ASA 16
20 exp. Adox KB 17, ASA 32
20 exp. Adox KB 21, ASA 80
80 exp. $2.25 ppd.

"SPECIAL KODAK FILMS"
20 exp. Microfile
20 exp. Infrared
20 exp. Tri-X ASA 200
20 exp. Fine Grain Panatomic X
80 exp. $2.00 ppd.

Both B&W Trial Packages (160 exposures) $4.15 ppd.

35mm DAYLIGHT LOADER

INCLUDING 5 CARTRIDGES
$4.95 IF PURCHASED TOGETHER WITH MINIMUM OF $7.95 WORTH OF BULKFILM.
It's so simple to take advantage of the exceedingly low cost of 35mm bulkfilm and to load any desired length into a standard Eastman cartridge. First few reloads already make loader pay for itself. Loader alone with 5 cartridges, $5.95. *Sh. Wt. 4 lbs.*
DELUXE LOADER, with automatic counter, accepts also Leica, Contax cartridges — $10.95 or add $5.00 to comb. offers.

FREE FILM TONGUE CUTTER with your order for $5.00 or more of bulkfilm, or $4.25 worth of bulkfilm plus loader. For perfect shaping of tongue to assure smooth loading. Must be requested at time of purchase.

35MM ASA 32 STEREO-ANSCOCHROME

$2.98 ea. 3 for $8.69
Appr. 16 pairs on a roll, incl. processing and stereo mounting.
For ASA 128, add 50c per roll. Shpg. Chge. 10c.

35mm INFRARED FILM, IR BULBS

This film is really a challenge to the imaginative photographer. It penetrates distant haze, takes "moonlight" scenes in broad daylight, creates unusual contrast effects.
Shpg.Chgs.1-3 5c; 5-10 20c

Use orange or red filter. For extreme results, use special INFRARED FILTER: Ser. V $1.39, Ser. VI $1.59, Ser. VII $2.98. *Kodak Data Book on Infrared 35c.* For Blackout (invisible) flash photography use INFRARED FLASHBULBS, 5R: Each 22c, 12 for $2.25. 4x5 KODAK INFRARED CUT-FILMS—25 for $1.00; 100 for $2.50.

20 exp. roll, 50c—5 for $2.00 · 27½ ft., $1.79—50 ft. $2.79
36 exp. roll, 80c—3 for $2.00 · 100 ft., $4.79—200 ft., $7.79

35mm IR TRIAL PACKAGE 3, 20 exp. IR films, Data Book, IR Filter (specify Ser. V or VI), 8 IR bulbs, all for $4.95 ppd.

SALE IN OPTICAL GLASS FILTERS

Filters are the tools of the photographer—yet, fine filters, made by the best known manufacturers in the country, need not be costly. Each filter is ring-mounted, and engraved as to type.

Ser. IV $1.15 · V 1.39 · VI 1.50 · VII 2.00

FREE on request: Famous Make Filter Compartment Case with purchase of 4 or more Ser. V, or Leather Filterbank with 8 or more Ser. VI filters (incl. polarizing) and closeup lenses. Cases cost regularly $3.50 (Ser. VI), $1.25 (Ser. V).

"About Filters, Closeup and Minus Lenses" is a booklet crammed with valuable info. Send 25c, or free on request with orders of $3.00 or more.

FOR B&W Lt. and med. yellow, green, orange, haze, red and infra-red.
FOR ANSCOCOLOR ANSCOCHROME 10, 11, 12, UV 15, 16, 17.
GENERAL Neutral Density 2X & 4X.
FOR KODACHROME & EKTACHROME Haze, Skylight, 2A, 2B, 85B, Type A, Blue 80, 82A, 10, 2D, 81, 81A, B, C, D, EF.
FOR THE NEW EKTACHROME 85C, R2A, 82B, 82C.
LENS SHADE Ser. V $1.25, Ser. VI $1.50, Ser. VII $3.00.
CLOSEUP +1, +2, +3.
Diffusers in popular slip-on sizes: 27mm (Retina 1), 28.5mm (Pony, Rollei 3.5), 32mm (Kodak 35, Ciroflex, Graflex 22), 36mm (Leica Elmar, Summar, Ricohflex), 42mm (Leica Summitar, Summicron, Contax Sonnar), reg $4.00..... $1.98
FILTERHOLDERS, SIZES: if you are not certain of your needs, name camera, lens you have—we can quote, or ship C.O.D. for small cost.
Shipping Charges 1 to 5 filters 10c, 6 or more 30c.

NEW MANSFIELD 2x2 and 2¼x2¼ SLIDEBINDER

$2.59
For the cleanest, the most efficient way for binding slides between cover glasses (2 x 2 or 2¼ x 2¼), it's the new Mansfield Slidebinder. While glass sandwich is held in rubber-covered viselike arrangement, tape can be rolled freely and applied to glasses. *Shpg. Wt. 2 lbs.*

PORTABLE CRYSTAL-BEADED 30x40 TRIPOD SCREEN

LOWEST PRICES EVER $7.69

- Crystal-beaded Pyroxilyn surface.
- Screen raises and lowers on elevating rod, assuring positive alignment.
- Carrying handle sets automatically for balanced carrying.

Despite higher steel prices, Spiratone continues to offer you the biggest bargains in screens ever! Same quality as before, and as praised by thousands of movie and slidefans. Metal can has beautiful scratch-resistant finish. Sturdy tripod is plated and has protective rubber tips. Thousands of these screens are in use, not only by amateurs, but by clubs, churches, colleges as well.

Screen Size		Ap. Sh. Wt.
30"x40"	7.69	10 lbs.
40"x40"	9.18	11 lbs.
37"x50"	10.84*	14 lbs.
50"x50"	12.97*	15 lbs.
52"x70"	24.95*	

Screens are shipped by us Express (freight costs collect) within U.S. —— other screens P.P. or Express.

2x2 ALL METAL SLIDE FILE $2.19

2 for 4.15
4 for 8.00
Accommodates 300 redimounts or 150 glass-slides. Slots prevent rattling. Index. Clamp lock and handle. *Shipping Weight 2½ lbs. each.*

2 x 2 GLASS SLIDEBINDERS

- Comparable to 6c slidebinders.
- One of the finest methods of mounting transparencies (35mm Argus, Leica size) betw. glass!

The biggest bargain in quality slidebinders ever offered. Pregummed Fibreboard, self-centering of slide, provision for type-on titles, dustproof, linttree, shockproof —all these advantages are yours for less than the usual cost of glass alone! Why risk fingerprints and scratches on your irreplaceable color shots? 200 for $5.98.
Shipping Weight 5 lbs.

2½¢ ea. in lots of 200

Sample package of 20 2x2 glass and 3 2x2 metal binders, postpaid..... $1.25

200 singleframe (Mercury) Masks $1.75 } Masks fit glass
200 Square (Robot, Tenax) Masks $1.75 } & metal binders
2x2" cardboard mounts for single frame (Mercury size) transparencies 90 for 55c. *Sh. Wt. per 100, 1 lb.*

800 for $18.95

SAVE UP TO 50% ON 2 x 2 METAL SLIDEBINDERS

The ultimate in simplicity! Aluminum glass binders may be used over and over again. Just place transparency between glass, insert in metal non-warp frame. Sample package of 20, $1.50 ppd.; 54 for $3.51; 100 for $5.95; 600 for $29.95; 1800 for $72.00. *Ship. Wts. 2 lbs., 4 lbs., 21½ lbs., 60 lbs.*

as low as 4¢ ea.

2 x 2" 10 PC. NATIONAL PICTURE SLIDE SETS

50% OFF Yes, these famous sets of 2 x 2" full color slides of which hundreds of thousands have been sold at $1.00 per 10 are now brought to you at half price! Scenics from all over U. S. and many foreign countries, and children's stories — any eight sets (80 full color 2x2 slides with subject matter imprinted) $4.00 postpaid. Each number contains 10 dif. slides. Choose from these:

1. Shrines, Wash., DC
2. NY's Hudson River
3. Rodeo in Calif.
4. Block Island
5. Around NY City
7. From the Empire State Bldg.
8. Wash., D. C. Landmarks
9. Times Square to Central Park
13. Bryce Canyon
14., 14A., 14B., 14C. Yellowstone
15. Washington, D. C.
18. Big Bend Nat'l Pk.
21. Hialeah Racetrack, Florida
22. Miami Bus. Dist.
24., 24B. Sightseeing in Fla.
25. Hollywood to Frisco
25A. California
27A. NY-Midtown
28. NYC Financ'l Dist.
29. Williamsburg, Va.
29B. Virginia
31. Chicago, Illinois
33. Grand Canyon
34. Col., Estes Nti. Park
35. Kansas City, Mo.
40A. Atlantic City, N. J.
44., 44A Mackinac Isle, Mich.
52. Paris, France
54. Southern France
60. Madrid, Spain
71., 72. Ireland
80., 81., 82., 83., 84. Rome, Italy
85., 87. Vatican City
88. Genoa & Columbus
101. Cairo, Egypt
110., 111. Bombay, India
120., 121. Lisbon, Portugal
130. Alaska
140. Switzerland
145. Austria
151. Istanbul, Turkey
160. Athens, Greece
180., 181. Mexico
190. Bermuda
191. Havana, Cuba
202., 203. Canada
208. Australia
211. Haifa, Tel Aviv, Israel
and 5 different Children's Tales Sets

Two sample sets (20 slides) with complete lists $1.35 ppd.
Act fast—the supply is limited. State some alternates, please.

All prices include excise tax. Postage and insurance MUST be prepaid, even when no shipping weight is stated — overpayment will be credited in full. Everything listed is brand-new (unless otherwise stated) and fully guaranteed against defects. 25% deposit on C.O.D.'s. Items marked 'Free', 'Premium' or 'Bonus' MUST be requested at time of purchase. Foreign orders welcome — slight extra handling charges apply.

SPIRATONE INC.

49 WEST 27th ST., NEW YORK 1, N. Y.
SEND MAIL ORDERS TO:
135-06 NORTHERN BLVD. DEPT. M8 FLUSHING 54, N. Y.

You get seven different speeds

With Bolex cameras you shoot movies at speeds from ultra-slow to extra-fast – 8 to 64 frames-per-second. Bolex 8 mm cameras are ideal for sports and action films.

You'll use an optical zoom viewfinder

On the Bolex an optical viewfinder uses moving lenses to show precisely what you are filming. No calculations or use of masks, no lines on finder – you shoot what you see.

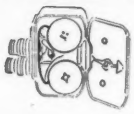
Instant stop protects your films

Bolex cameras stop instantly on rundown. With Bolex, film transport speed is perfectly even right up to the last frame – no change of speed to spoil film exposure or movement.

You can shoot single frames

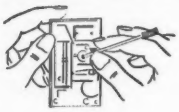
Bolex comes with single frame device – and with a cable release. You can shoot titles, animation, cartoons, and scientific movies with the Bolex B-8 and C-8.

You'll like the easy loading



Bolex B-8 and C-8 (identical except for turrets) load with greater ease than a box camera. Drop in loading can be done even with gloves on; precision gate removes for cleaning in a flash.

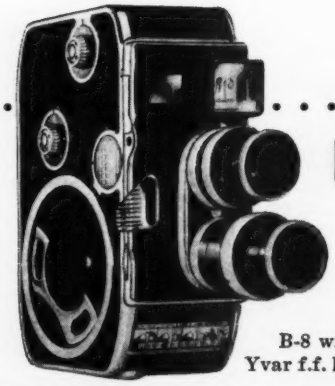
Swiss craftsmanship gives better films



Bolex cameras are made in the heart of the Swiss watchmaking country by Paillard. Bolex cameras have built-in quality giving steady, brilliant films.

You know you have extras, too

With Bolex, you get extras: genuine Morocco leather covering, ratchet winding, leather wrist-strap, near-the-eye geared footage counter, D mount, plus many other features.



. . . . . *you get all this with* . . . . . .

BOLEX

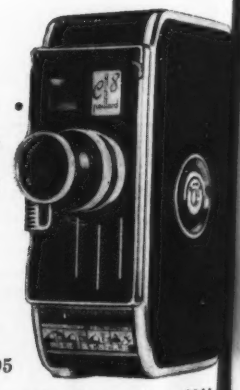
8 mm MOVIE CAMERAS

from

$89.95

B-8 with F:2.5
Yvar f.f. lens: $119.50

C-8 with F:2.5
Lytar f.f. lens: $89.95

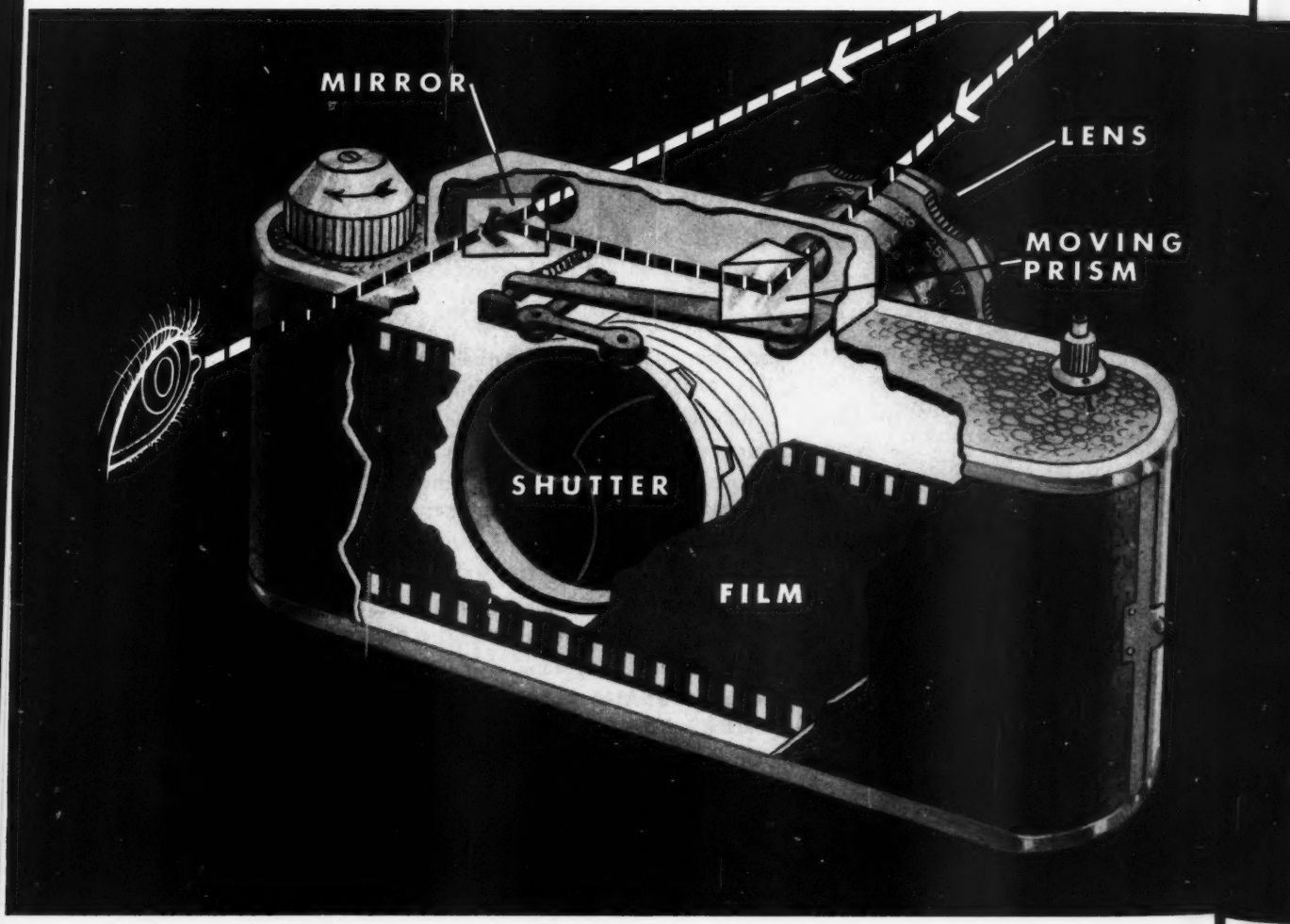


PAILLARD PRODUCTS, INC., 100 Sixth Avenue, New York 13, N. Y. • *Fine Swiss mechanisms since 1814*

WHY 35MM?

This is MODERN's 35mm issue, every article carefully tailored to today's problems in 35mm photography. In the area of equipment, perhaps the hottest argument going on in professional ranks centers on the two top types of 35mm camera. MODERN's editors talked with many pros, got their opinions, carefully compiled all the data in **RANGEFINDER OR PRISM REFLEX?** on **PAGES 48 TO 55.** Other changes are taking place in 35mm camera design to benefit the photographer with a limited budget. **WHAT DO YOU GET FOR $50 TO $100?** on **PAGES 56 AND 57** will reveal recent innovations in that price range, while **AN UNDER $50 CAMERA?** on **PAGES 58 AND 59** shows what can be done with even less expensive equipment. MODERN's exclusive **35MM CAMERA COMPARISON CHARTS, PAGES 60 TO 65,** examine nearly all the 35mm cameras available and carefully tabulate the important features of each. The exceptional speed of the new black-and-white films has proven itself indoors under poor lighting conditions, but are these films practical outdoors? **ARE NEW FILMS TOO FAST OUTDOORS?, PAGES 124 AND 125,** gets to the facts. And for the photographer on location, camping trip, or weekend vacation, **DEVELOP FILM ANYWHERE! PAGES 110, 111 AND 112,** will pass on all the information he needs to develop his negatives even in bright sunlight. Those interested in taking top-notch glamour shots can check Bob Halmi's **SHOOT GLAMOUR WITH A 35MM CAMERA** on **PAGES 84 TO 87.** For the photographer interested in perfecting his technical and creative ability with the 35mm, MODERN has assembled **18 PICTURE LESSONS FOR 35MM USERS** beginning on **PAGE 66.** Each lesson examines the picture, gives practical instruction to the reader for adapting the techniques. Here, MODERN presents the first published 35mm color photographs of W. Eugene Smith in a double-page foldout. MODERN's 35mm issue is meant to be a visual goal at which to aim and is a serious attempt to help you, the amateur or professional, to get there. . . . **THE EDITORS**

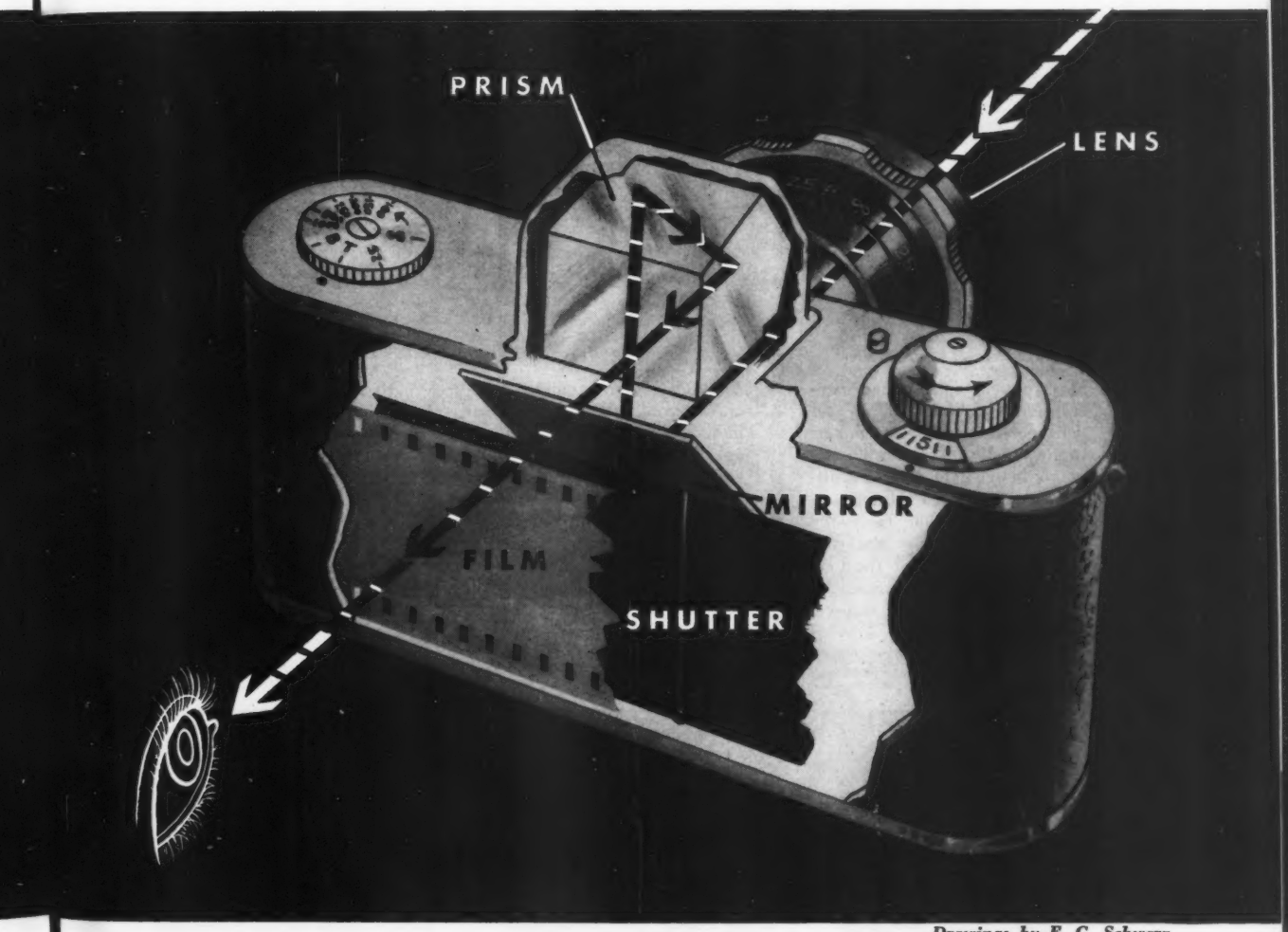
RANGEFINDER OR



DO YOU NEED A CAMERA WITH RANGEFINDER FOCUSING

A RANGEFINDER works like a pair of eyes. There are two windows, inches apart, each seeing the same subject from a slightly different angle. As a subject gets closer to your eyes, your eyes converge or cross. As a subject gets closer to the camera, and you move the lens outwards to focus on it, a cam connected to the back of the lens mount moves an arm on which a prism sits. The prism turns to follow the subject. The prism reflects its view to a partially silvered mirror which reflects this view back to your eye. The partially silvered mirror also passes the direct view through it back to your eye. You see two images (or two halves of one image): one moves, the other doesn't. When both scenes are aligned and you see only one image, the camera is in focus. A rangefinder system gives the camera manufacturer a complete choice of shutter construction, here a behind-the-lens, leaf type. The brightness of the viewfinder-rangefinder is completely independent of the camera lens, and the settings of the lens are independent of the rangefinder which is always at its brightest. Rangefinders operate at eye level.

PRISM REFLEX?



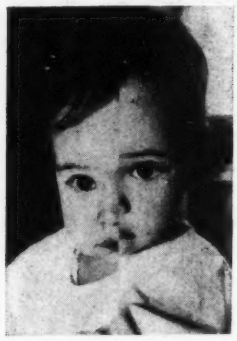
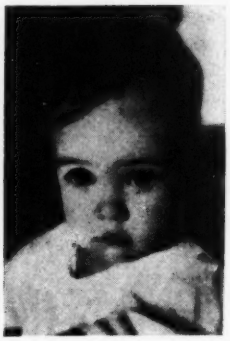
Drawings by F. G. Schwarz

OR A PRISM REFLEX WHICH FOCUSES THROUGH THE LENS?

THE EYE-LEVEL PRISM REFLEX focusing system is a post-war innovation which allows you to focus and frame directly through the lens of the camera while it's held to your eye. The light rays from the scene enter the camera lens. Instead of continuing on to the film, they are reflected upwards by a 45-degree mirror onto the bottom of a solid glass prism. An image is formed on the bottom of the prism. This image is reflected in the prism and brought, greatly magnified, to eye-level. You see the scene just as the lens sees it and the film will record it. When the lens is unfocused, the image is unsharp. When the lens is focused, the plane of sharpness is crisp and clear. As you stop down the lens, the image on the ground glass darkens, but you can see the zone of sharp focus get deeper. No matter what lens you place on the camera, you still see the exact view and focus. When the shutter release is pressed, the mirror swings upwards and the shutter action exposes the film. Prismatic devices incorporating split-image rangefinders have been built into some prism reflex models. A few feature interchangeable prism rangefinder and plain ground glass focusing. A small number have both eye-level and waist-level finders.

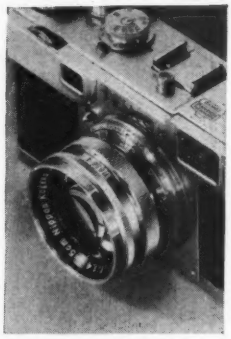
(CONTINUED)

RANGEFINDER OR

	GENERAL FOCUSING	SPLIT-IMAGE FOCUSING	SPECIAL CASES
RANGEFINDER	Most optical rangefinder cameras have a coincidence or superimposed type of rangefinder. In a centrally placed circle, rectangle or triangle, there's a differently hued area with a secondary image. You focus the camera by moving the two images together until they coincide, form one image at the point where you have focused.	 A number of rangefinder cameras have split-image rangefinders instead of the coincident or superimposed type. The split-image rangefinder shows a scene split horizontally or vertically. You focus the camera by aligning one part of your picture with the other. Sometimes the two halves of the picture overlap making fast focusing easier.	An increasing number of rangefinder cameras have projected frame lines to outline the picture-frame area. These frames make it easier for the viewer to check the exact edges of his picture area. On one camera, the new Leica M-3, the frame features automatic parallax compensation plus different frames for different focal-length lenses.
PRISM REFLEX	 Most prism-reflex cameras have a ground glass focusing system. When the lens is not focused, the image on the ground glass appears blurred. It's in focus when the plane on which you focus becomes sharp. The larger the lens opening, the easier it is to focus, so focusing is generally done with the lens wide open no matter the exposure.	A few prism reflex cameras have split-image rangefinders built into their ground glass focusing systems. This central, round rangefinder image is always sharp but is split down the middle. You can focus by aligning the two halves or by bringing the subject into sharp focus on the rest of regular ground glass. *Above*, subject is out of focus.	The Contaflex eye-level prism system of focusing and viewing is unique. There are two rings as seen through the viewfinder. The inner ring is a split-image rangefinder. The outer ring features ground glass focusing. The rest of the viewfinder area remains sharp and bright at all times, indicating only the picture area. You don't use it for focusing.

PRISM REFLEX?

NORMAL LENSES



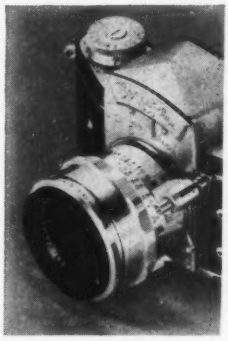
Rangefinder cameras produce rangefinder or viewfinder images completely separate from the lens opening. You can first set the aperture to any stop you wish and then focus with the rangefinder which is always at maximum brilliance. Here's the aperture setting on a typical rangefinder camera, a Nikon. Focusing is independent of aperture.

WIDE-ANGLE LENSES

Wide-angle lenses for rangefinder cameras are compact. The camera can be slipped into a pocket. But the viewfinders of such cameras do not show the framing area. You need an accessory viewfinder such as this zoom-type which fits atop the camera. Such a finder must be set to the proper camera-subject distance to correct for parallax.

TELE LENSES

Lenses of extremely long focal length, such as this 250mm Nikkor, do not normally couple to the rangefinders or viewfinders of the rangefinder cameras. Consequently, you need accessory reflex housings with connecting cables and releases to operate housing and the camera-shutter release together. The Nikon housing is one of the best.



Prism reflex cameras are focused with the lens wide open, but they must be stopped down to the proper aperture before you shoot the picture. This adds another step to picture taking. Here's a device designed to overcome this inconvenience, an automatic lens which closes the diaphragm just before the shutter is released. But it must be cocked first.

Eye-level reflex prism cameras don't need special viewfinders for wide-angle lenses. But the wide-angle lenses, such as a 28mm or this 35mm, must be of a special type of construction with an overall lens barrel length considerably longer than lenses of same focal length for rangefinder cameras. There are not many such makes available.

No matter what focal-length lens you use on a prism-reflex camera, you need no auxiliary viewfinder. The prism shows the ground glass image produced by whatever lens is on the camera. Therefore, a long focal-length lens is much less complicated to use on a reflex. Here's a 360mm Schneider Tele-Xenar f/5.5 lens mounted on an Exakta.

(CONTINUED)

RANGEFINDER OR

RANGEFINDER FOR OUTDOOR ACTION: You see a picture possibility with plenty of action. Perhaps it's a city scene like Joyce Wilson's shot above. Using a rangefinder camera, you can follow the action closely, ready to release the shutter at the precise, necessary instant. After the shutter is released, you can continue to follow the scene in your viewfinder while you wind film to the next frame. With a prism-reflex camera, the lens must be stopped down to its predetermined opening before the picture is taken. You may lose the exact action while you're doing it. An automatic lens helps, but you still lose time either cocking the automatic device after exposure or compressing the spring mechanism before. You cannot follow action between shots as the finder window becomes obscured at the time of exposure.

PRISM REFLEX FOR CLOSEUPS: For portraits, for scientific work, it's hard to beat the prism reflex system of viewing and focusing. Come as close as you want to your subject, use closeup lenses, extension tubes, bellows, microscope adapter. You can always view and focus on the ground glass and see your picture framed properly. Harold Feinstein focused to 18 in. without accessory equipment. When you use most rangefinder cameras closer than three feet, you need special rangefinder attachments to take the same picture the prism reflex makes with no accessories at all.

(CONTINUED)

PRISM REFLEX?

RANGEFINDER OR

RANGEFINDER FOR DEPTH: The 35mm viewfinder is often like a three-ring circus. Here Harold Feinstein had to cope with important action in the foreground as well as the background. To get both within the depth of field, he stopped down his lens to f/16 and made the exposure at peak action while looking through the bright viewfinder window. If a prism reflex user attempted to focus with his lens at full aperture, he would be able to watch the action sharply only on the plane at which he focused. If he focused and then stopped his lens down to f/16, the ground glass would be too dark to watch clearly.

RANGEFINDER FOR CANDIDS: Did these people mind having Harold Feinstein photograph them? The rangefinder camera can be used for such candids admirably. The shutter is generally much quieter than that of the single-lens reflex. Prism reflexes, even when favored by a professional photographer, cannot be used on jobs such as shooting TV shows, recitals, or plays where shutter noise would distract from performances.

PRISM REFLEX?

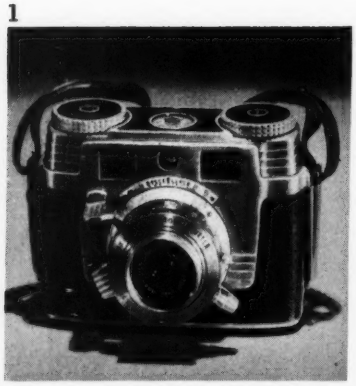
PRISM REFLEX FOR LOW LIGHT: When using apertures of f/2.8 or f/2, there's no need to stop down the lens of prism reflex cameras after focusing. You can shoot at the same aperture. With the prism reflex, you can see exactly what is in focus at f/2.8 or f/2 and what isn't. Here, Feinstein concentrated on his foreground figures, saw on his ground glass just how blurred the background would be. A rangefinder cannot show you depth visually.

PRISM REFLEX FOR FRAMING: Here's what appears to be an easy photograph to make, yet it proved difficult if not impossible, unless done with a prism reflex. With a rangefinder camera, Feinstein planned to make a vertical shot centering the on-stage actor in the narrow curtain slit. The 90mm lens on his camera made an auxiliary viewfinder necessary. Such viewfinders must be set for the correct subject-to-camera distance to prevent parallax error (discrepancy in area between what a finder sees and what the lens sees). But the viewfinder could be set only for one subject, the actor at 30 or the slit at 10 ft. Since chances of missing the actor in the small slit were so great, Feinstein, to make sure he got the picture, switched to a prism reflex with which he could see the exact field of view of the taking lens.

35mm Cameras:

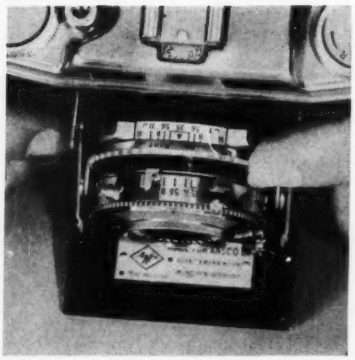
WHAT DO YOU GET FOR $50 TO $100?

1



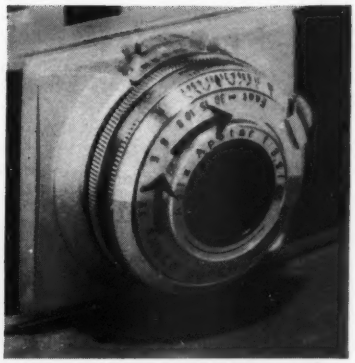
RIGIDITY: An accurately made die-cast metal body assures a firm support for lens and film plane, resists bending and distortion. Kodak Signet has ball bearing lens mount, is example of rugged construction. Rigid metal bodies are not as compact as some other designs.

2



COMPACTNESS: Folding bellows 35's, are mere handful, slip into pocket easily, but are less sturdy than rigid body types. **UNIT FOCUSING:** On Ansco Super Regent entire lens moves in and out as focused. This is preferred to front element focusing, is a must in more expensive cameras.

3

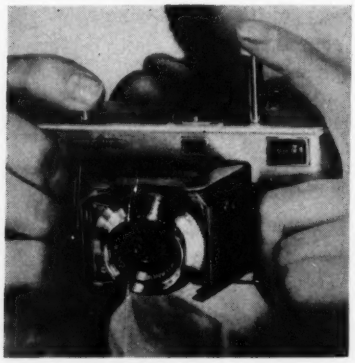


COUPLED SHUTTER WIND: Shutter is cocked as film is advanced, thus camera is "ready" with one movement. **FRONT ELEMENT FOCUSING:** In Ansco Super Memar and other less expensive cameras, lens is focused by turning front element only. If well made, these can give good results.

7

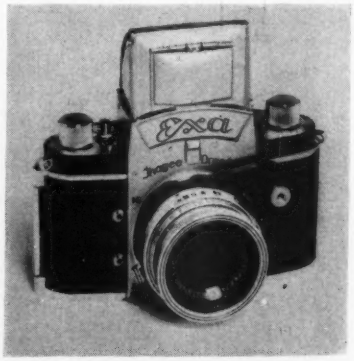
INTERCHANGEABLE LENSES: Useful feature, if you need it. Diax, here, has wide range of focal lengths. Inquire if your choice interchanges easily, or needs modification to do so; cameras under $100 mostly have behind-lens shutters, which have some speed, aperture limitations.

8



RAPID ACTION: Vitessa, here, has plunger operated film advance-shutter wind (left forefinger), rangefinder operated by right thumb, allows two-hand, speedy action. Several under $100 have single throw lever for film advance (photo 12). Knob, lever, plunger—easy operation is a must.

9



THROUGH LENS FOCUS: Only single lens reflex has this, important for extreme closeups, scientific work, careful composition, or with long focal length lenses. Exa is under $100 with certain lenses. Price wars on some other single-lens reflexes sometimes bring them under $100.

NEVER BEFORE could you get as much 35mm camera for under $100 as you can today. True, in pre-World War II days, prices were lower by far. But today's cameras incorporate design improvements which even the most expensive cameras didn't have 15 years ago. Consider, for example, the rigidity and accuracy of film plane provided by one-piece, die-cast body construction, machined film channels, ball bearing lens mounts. Or shutters which provide full synchronization plus a self timer. Or coupled shutter cocking and film wind; coupled rangefinders of real quality; double exposure prevention. You may not find *all* the desirable features in one camera. But, there are certain aspects of quality which should be "musts" in this price range. Some of them are indicated in the picture captions below. Here are a few more.

For general use a coupled rangefinder is necessary. At medium and close ranges, with lens at wide apertures, it's almost impossible to get sharp focus "by guess." Whether the camera has a split image or coincidence rangefinder (see *page 50*), whether rangefinder and viewfinder are combined or separate, is largely a matter of personal choice.

Insist on a set-and-release shutter, rather than a self-cocking type. With the latter, a single pressure on the release button first cocks the shutter, then releases it. The set-and-release type may be *(Continued on page 113)*

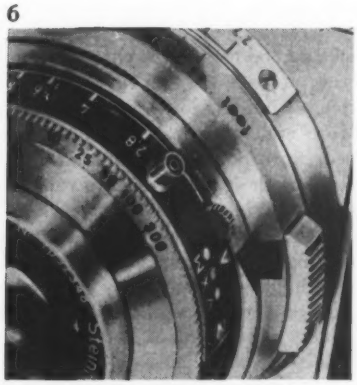
4

RAPID FOCUSING: Speed of operation, main virtue of 35mm, is lost if focusing is slow, awkward. Graphic 35 has two-hand, push button system. BODY RELEASE: Fumbling around on shutter for release button is undesirable. Release should be on camera's body, easy to reach, as here.

5

SHUTTER SPEEDS: Range should be as wide as possible, certainly no less than from 1/10 sec., or slower, to 1/300 or faster. LIGHT VALUE SCALE: Latest shutter wrinkle is Compur with LVS. Speeds have been rearranged, diaphragm cross-coupled to speed control to simplify exposure.

6



SYNCHRONIZATION: Both X (for electronic flash) and M sync (for medium peak flashbulbs) are a must. Shutters with *only* X or M limit or prohibit certain types of flash pictures. SELF TIMER: This is lots of fun, and once you start to get into your own pictures you'll appreciate it.

10

RAPID REWIND: Long overdue feature, even in high priced cameras. Vitessa's crank, here, permits smooth, rapid return of 36 exposure roll to cartridge. Highly desirable, may even be a must, if you shoot much action and must reload camera in minimum possible time with least effort.

11

EXPOSURE GUIDE: Back of Signet carries comprehensive, easy-to-use exposure guide for variety of films under different conditions. If you want this extremely useful feature, check that your choice has guide which carries up to date selection of both black-and-white and color films.

12

EXPOSURE METER: Built into Zeiss Contina IIa, this is an excellent feature. Importance to you of *any* single feature, on *any* camera, should be weighed against what *you* need, and which other features, if any, have been left out in order to incorporate it in the camera. That's the test.

WHY NOT BUY AN UNDER $50 CAMERA?

HOW GOOD is a 35mm camera under $50? Should you buy one as your first camera? Is it suitable for a second camera so you can shoot either black-and-white or color film at will? Well, if you've been thinking of inexpensive cameras as they used to be just before World War II take a good look at the chart of "under $50" 35mm cameras on *page 60* (the equivalent pre-war bracket was roughly under $30) and start revising your opinion. More and more features of expensive equipment have been incorporated. Lenses on the average are faster, some of these cameras have rangefinders; built-in flash synch and all-metal body construction are the rule. This all adds up to newly designed tools for good picture-making—and features many people still associate only with high, wide and fancy camera prices.

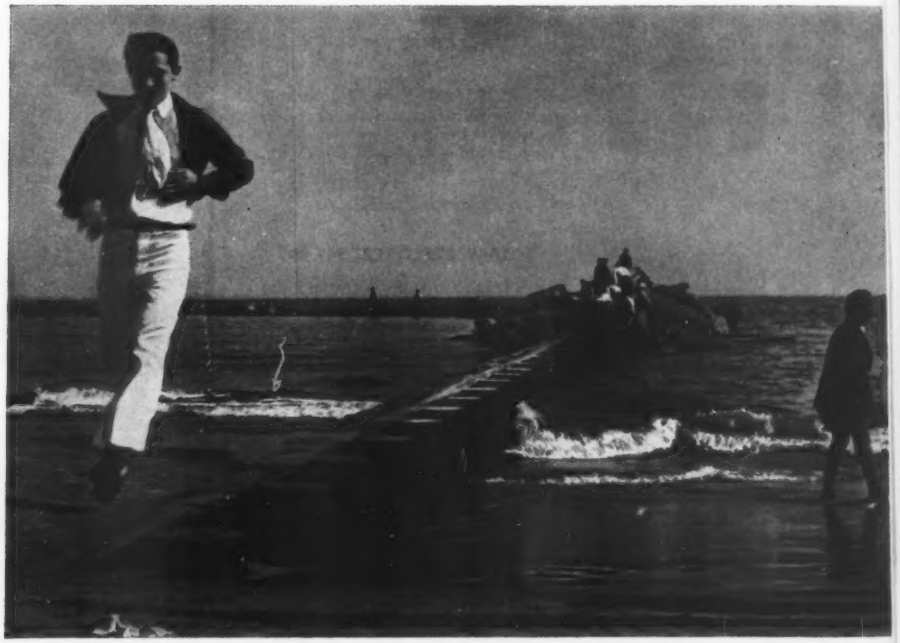
Here are three photographs by Harold Feinstein—each made with a camera costing less than $50. Yet in terms of picture quality these shots can't be told from photographs made with far more expensive equipment. This doesn't mean that there aren't any limitations with the inexpensive 35. Of course there are, but they're fewer than they used to be.

So let's see what is possible with this group of 35's—how much action you can catch, how to get the best picture quality from your lens (usually of 3-element construction), how dim the light can be even when you're using fast films like Eastman Kodak's Tri-X or Ilford HP3, what to do about focusing when you don't have a rangefinder (since that's the problem with all but seven of these cameras). For the basic answers see the captions which accompany this story. Then read the following check list for a series of hints on *(Continued on page 107)*

DIM LIGHT pictures aren't quite as difficult as they used to be. Many inexpensive 35's feature f/2.8 or f/3.5 lenses. And if you want to make a picture in low light (as at *left*) just load up with a fast film like Eastman Kodak's Tri-X or Ilford HP3. When working without a rangefinder estimate distance carefully and consult your depth of field scale. Exposure here was f/3.5 and 1/25 second with a Minolta A camera, using Eastman Kodak Tri-X film.

HOW TO STOP ACTION. If you think motion is too fast for your top shutter speed try these techniques: 1. Shoot when the subject is coming towards you as *below* (Argus A4, 1/200, f/8, Kodak Super-XX film) or when motion is diagonal to camera. 2. If this isn't feasible, back off from the subject a bit. 3. Shoot during that brief pause at the peak of action. ▽

◁ **SHARP ENLARGEMENTS** with an inexpensive camera? Yes, if you do two things: fill your frame completely so you enlarge almost the entire negative, as Harold Feinstein did to make the picture, *left*, and stop the lens down. At the widest lens aperture you may notice some lack of sharpness near the corners of your enlargement. (Here the photographer used selective focus purposely to keep the background soft, shot at f/8 and 1/50 with Argus A4, Kodak Super-XX film.) But more important than technical details is the way the lighting models the subjects' faces. That plus the pose makes the picture.



35MM CAMERA

VIEWFINDER UNDER $50

ARGUS A-4, $32.50

Lens: f/3.5. **Shutter:** Between lens; 1/25-1/200. Film and shutter wind combined; dbl. exp. prev.

AZORE-V, $42.95; $54.95

Lens: f/3.5 and f/2.8. **Shutter:** Between lens; 1/300. Film and shutter wind combined; dbl. exp. prev. **Features:** Has built in uncpld. split image rfdr. and optical exp. meter.

BALDINA, $49.95

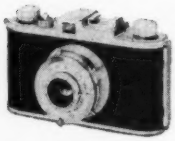
Lens: f/2.8. **Shutter:** Between lens; 1/25-1/200. Film and shutter wind combined; dbl. exp. prev. **Features:** Finder image life size. Price includes case and flash gun.

BOLSEY EXPLORER, $47.95

Lens: f/2.8. **Shutter:** Between lens; 1/25-1/200. Film and shutter wind combined; dbl. exp. prev. Price includes case and flashgun.

BOWER 35, $36.50; $52.50

Lens: f/2.8. **Shutter:** Between lens; 1/25-1/200 and 1-1/500. Film and shutter wind separate.



CONDORETTA, $47.50

Lens: f/4. **Shutter:** Between lens; 1-1/300. Film and shutter wind separate; dbl. exp. prev.

DE-JUR D-1, $42.50

Lens: f/2.8; interchangeable, screw thread, 45-85mm. **Shutter:** Behind lens; 1/25-1/200. Film and shutter wind combined; dbl. exp. prev. 35mm lens available in near future.

EDINEX SYNCHRO, $49.95

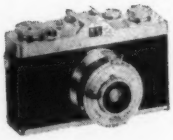
Lens: f/2. **Shutter:** Between lens; 1-1/500. Film and shutter wind separate; dbl. exp. prev. **Features:** Loads from bottom.

EDIXA A, B, $29.95; $37.95

Lens: f/2.8. **Shutter:** Between lens; A, 1/25-1/200; B, 1/10-1/200. Film and shutter wind combined; dbl. exp. prev.

EDIXA C, $49.95

Lens: f/2.8. **Shutter:** Between lens; 1/25-1/200. Film and shutter wind combined; dbl. exp. prev. **Features:** Has cpld. split-image rfdr., separate vfdr.



LORDOX JR., $25.50

Lens: f/3.8. **Shutter:** Between lens; 1/25-1/200. Film and shutter wind separate.

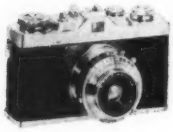
Which will best suit your particular needs?

Choose yours after comparing prices and features

as listed in MODERN'S exclusive tables.

CHARTS...

Compiled by Norman Rothschild



LORDOX II, $36.50

Lens: f/2.8. Shutter: Between lens; 1-1/300. Film and shutter wind separate from each other.

MEMAR, $39.50

Lens: f/3.5. Shutter: Between lens; 1/25-1/200. Film and shutter wind combined; dbl. exp. prev.

MINOLTA A, $49.95

Lens: f/3.5. Shutter: Behind lens; 1/2-1/200. Film and shutter wind combined; dbl. exp. prev. Features: Cpld. coinc. rfdr/vfdr.

PAXETTE 1B, $36.95

Lens: f/2.8. Shutter: Behind lens; 1/25-1/200. Film and shutter wind combined; dbl. exp. prev. Features: Uncpld. coinc. rfdr., separate vfdr.

PHOTRIX, $49.50

Lens: f/2.9. Shutter: Between lens; 1-1/300. Film and shutter wind combined. Features: Cpld. coinc. rfdr./viewfinder.

PONY 828, $29.50

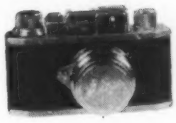
Lens: f/4.5. Shutter: Between lens; 1/25-1/200. Film and shutter wind separate. Features: Uses 8-exposure color and black-and-white film making pictures 28 x 40mm (1¼ x 1⅝ inches, approximately).

PONY 135B, $29.75

Lens: f/4.5. Shutter: Between lens; 1/25-1/200. Film and shutter wind separate.

REALIST 35 MODEL A, $42.50

Lens: f/2.8. Shutter: Between lens; 1/25-1/200. Film and shutter wind combined; dbl. exp. prev.



SOLIGOR 45, $19.95

Lens: f/4.5. Shutter: Behind lens; 1/25-1/100. Film and shutter wind separate. Features: Film loads from bottom.

TOWER 50, $34.95

Lens: f/2.8. Shutter: Between lens; 1/25-1/200. Film and shutter wind combined; dbl. exp. prev.

VITO B, $45.50; $68.75

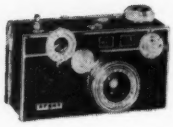
Lens: f/3.5 and f/2.8. Shutter: Behind lens; 1/25-1/200 and 1-1/300. Film and shutter wind combined, dbl. exp. prev.

WINDSOR 35, $39.95

Lens: f/3.5; interchangeable, screw thread. Shutter: Between lens; 1-1/300. Film and shutter wind separate. Features: Cpld. split image rfdr/vfdr.

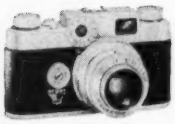
(CONTINUED)

VIEWFINDER $50-$100



ARGUS C-3, $66.50

Lens: f/3.5, interchangeable, screw thread, 35-135mm. **Shutter:** Behind lens; 1/10-1/300. **Focusing:** Cpld. split image rfdr., separate vfdr. Film and shutter wind separate. Price includes case and flashgun.



ARGUS C-4, $84.50

Lens: f/2.8, adaptable to interchangeable bayonet, 35-135mm. **Shutter:** Behind lens; 1/10-1/300. **Focusing:** Cpld. coinc. rfdr./vfdr. Film and shutter wind combined; dbl. exp. prev.

BANTAM RF, $56.75

Lens: f/3.9. **Shutter:** Between lens; 1/25-1/300. **Focusing:** Cpld. coinc. rfdr/vfdr. Film and shutter wind separate; dbl. exp. prev. **Features:** Makes 8 pictures 28 x 40mm (1¼ x 1⅝ in.) on 828 rollfilm.

BOLSEY B2, $58.50

Lens: f/3.2. **Shutter:** Between lens; 1/10-1/200. **Focusing:** Cpld. split image rfdr., separate vfdr. Film and shutter wind combined; dbl. exp. prev.

BOLSEY C, $89.50; C22, $99.50

Lens: f/3.2. **Shutter:** Between lens; 1/10-1/200. **Focusing:** Cpld. split image rfdr., separate vfdr., plus twin lens reflex ground glass. Film and shutter wind combined; dbl. exp. prev. **Features:** C22, "Set-O-Matic" diaphragm control.

BOLSEY JUBILEE, $69.50

Lens: f/2.8. **Shutter:** Between lens; 1/10-1/200. **Focusing:** Cpld. split image rfdr., separate vfdr. Film and shutter wind combined; dbl. exp. prev. **Features:** "Set-O-Matic" diaphragm control.

CONDOR I, $79.95

Lens: f/3.5. **Shutter:** Between lens; 1-1/500. **Focusing:** Cpld. coinc. rfdr., separate from vfdr. Film and shutter wind separate; dbl. exp. prev.

CONTINA Ia, $75; IIa, $86

Lens: f/3.5 and f/2.8. **Shutter:** Between lens; 1/300. **Focusing:** Manual. Film and shutter wind combined; dbl. exp. prev. **Features:** Model IIa has built in exp. meter.

DIAX IIa, $99.50; $149.50

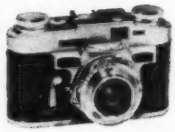
Lens: f/3.5 to f/2, interchangeable, threaded ring lock, 35-135mm. **Shutter:** Behind lens; 1-1/500. **Focusing:** Cpld. coinc. rfdr/vfdr. Film and shutter wind combined; dbl. exp. prev. **Features:** Built in finder for 85 or 90mm lens.

DITTO 99, $99.

Lens: f/2.8, interchangeable, bayonet, 35-1000mm. **Shutter:** Focal plane; 1/25-1/1000. **Focusing:** Manual. Film and shutter wind combined; dbl. exp. prev. **Features:** Spring operated, rapid sequence.

EDINEX IIIs, $67.50

Lens: f/2. **Shutter:** Between lens; 1-1/500. **Focusing:** Cpld. coinc. rfdr/vfdr. Film and shutter wind separate; dbl. exp. prev. **Features:** Loads from bottom. Some models have split image rfdr.

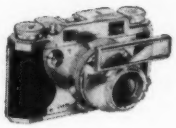


GRAFLEX 35, $89.50

Lens: f/3.5. **Shutter:** Between lens; 1-1/300. **Focusing:** Cpld. split image rfdr., separate from vfdr. Film and shutter wind separate; dbl. exp. prev. **Features:** Push-button focusing. Price includes case and flashgun.

ILOCA QUICK B, $79.95

Lens: f/2.8. **Shutter:** Between lens; 1-1/300. **Focusing:** Cpld. coinc. rfdr/vfdr. Film and shutter wind combined; dbl. exp. prev.



KONICA II, $89.75

Lens: f/2.8. **Shutter:** Between lens; 1-1/500. **Focusing:** Cpld. coinc. rfdr/vfdr. Film and shutter wind; separate, dbl. exp. prev.

LORDOMAT, $89.50

Lens: f/2.8, interchangeable, threaded lock ring, 35-135mm. **Shutter:** Behind lens; 1-1/300. **Focusing:** Cpld. coinc. rfdr/vfdr. Film and shutter wind combined; dbl. exp. prev.

OPEMA SYNCHRO, $79.50

Lens: f/2, interchangeable, screw thread. **Shutter:** Focal plane; 1/25-1/500. **Focusing:** Cpld. coinc. rfdr/vfdr. Film and shutter wind combined; dbl. exp. prev.

PAXETTE IIM, $69.50

Lens: f/2.8, interchangeable, screw thread, 35-135mm. **Shutter:** Behind lens; 1/2-1/300. **Focusing:** Uncpld. coinc. rfdr., combined with vfdr. Film and shutter wind combined; dbl. exp. prev.

REALIST B, $73.50

Lens: f/2.8. **Shutter:** Between lens; 1-1/300. **Focusing:** Cpld. coinc. rfdr/vfdr. Film and shutter wind combined; dbl. exp. prev.

REGENT, $54.50

Lens: f/3.5. **Shutter:** Between lens; 1-1/300. **Focusing:** Manual. Film and shutter wind separate; dbl. exp. prev.

REGULA GYPSY, $69.50

Lens: f/3.5. **Shutter:** Between lens; 1-1/300. **Focusing:** Cpld. coinc. rfdr/vfdr. Film and shutter wind combined; dbl. exp. prev.

SIGNET, $75

Lens: f/3.5. **Shutter:** Between lens; 1/25-1/300. **Focusing:** Cpld. coinc. rfdr/vfdr. Film and shutter wind separate; dbl. exp. prev.

SUPER BALDINA, $69.95

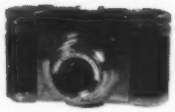
Lens: f/2.8. **Shutter:** Between lens; 1-1/300. **Focusing:** Cpld. coinc. rfdr/vfdr. Film and shutter wind combined; dbl. exp. prev. **Features:** Finder image life size.

SUPER DOLLINA II, $99.50; $129.50

Lens: f/3.5 to f/2. **Shutter:** Between lens; 1-1/500. **Focusing:** Cpld. coinc. rfdr/vfdr.

SUPER MEMAR, $69.50

Lens: f/3.5. **Shutter:** Between lens; 1-1/300. **Focusing:** Cpld. coinc. rfdr/vfdr. Film and shutter wind combined; dbl. exp. prev.



SUPER PAXETTE, $54.95

Lens: f/2.8. **Shutter:** Behind lens; 1/25-1/200. **Focusing:** Cpld. coinc. rfdr/vfdr. Film and shutter wind combined; no dbl. exp. prev.

SUPER REGENT, $89.50

Lens: f/3.5. **Shutter:** Between lens; 1-1/500. **Focusing:** Cpld. coinc. rfdr/vfdr. Film and shutter wind combined; dbl. exp. prev.

TANACK IIIS, $59.95

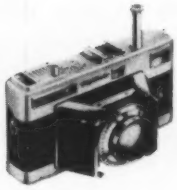
Lens: None. Accepts lenses with Leica-type thread. **Shutter:** Focal plane; 1/25-1/500. **Focusing:** Cpld. coinc. rfdr., separate from vfdr. Film and shutter wind combined; dbl. exp. prev.

TENAX, $66; $89.50

Lens: f/3.5. **Shutter:** Between lens; 1-1/500. **Focusing:** Manual. Film and shutter wind combined; dbl. exp. prev. **Features:** Picture size 24 x 24mm (1 x 1 inch).

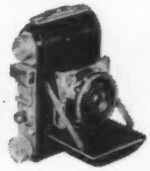
TOWER 51, $57.50

Lens: f/2.8, non-interchangeable. **Shutter:** Between lens; 1-1/300. **Focusing:** Cpld. coinc. rfdr/vfdr.



VITESSA, $99.50; $159.50

Lens: f/3.5 and f/2. **Shutter:** Between lens; 1-1/500. **Focusing:** Cpld. coinc. rfdr/vfdr. Film and shutter wind combined; dbl. exp. prev. **Features:** Auto. parallax compensation.

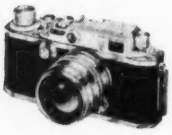


WELTI, $79.50; $99.50

Lens: f/3.5 and f/2.8. **Shutter:** Between lens; 1-1/500. **Focusing:** Manual. Film and shutter wind separate.

(CONTINUED)

VIEWFINDER $100 UPWARDS



CANON IV S2, $200; $327

Lens: f/3.5—f/1.5, interchangeable, screw thread, 28-800mm. **Shutter:** Focal plane; 1-1/1000. **Focusing:** Cpld. coinc. rfdr/vfdr. **Features:** Eyepiece adjusts to show approximate fields of 50, 90 and 135mm lenses.

CONDOR II, $134.95

Lens: f/2. **Shutter:** Between lens; 1-1/500. **Focusing:** Cpld. coinc. rfdr/vfdr.

CONTAX IIa, IIIa, $261; $412

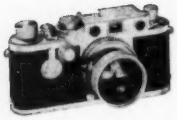
Lens: f/3.5—f/1.5, interchangeable, bayonet, 21-135mm. **Shutter:** Focal plane, metal; 1-1/1250. **Focusing:** Cpld. rfdr/vfdr. **Features:** IIIa has built in exp. meter.

KAROMAT, $112.50

Lens: f/2.8. **Shutter:** Between lens; 1-1/500. **Focusing:** Cpld. split image rfdr. combined with vfdr.

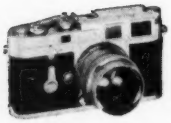
KONICA IIa, $119.75

Lens: f/2. non-interchangeable. **Shutter:** Between lens; 1-1/500. **Focusing:** Cpld. coinc. rfdr/vfdr. **Features:** Lock prevents accidental exp. when lens is not extended.



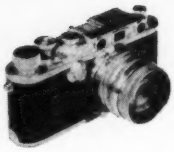
LEICA If, IIf, IIIf, $132; $357

Lens: f/3.5—f/1.5, interchangeable, screw thread, 28-400mm. **Shutter:** Focal plane; If, IIf, 1/25-1/1000; IIIf, 1-1/1000. **Focusing:** Cpld. coinc. rfdr. separate from vfdr. **Features:** If has no rfdr. Special 72-exp. model making ¾ x 1 inch pictures.



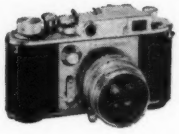
LEICA M-3, $348-$468

Lens: f/3.5—f/1.5, interchangeable, bayonet, 28-400mm. **Shutter:** Focal plane; 1-1/1000. **Focusing:** Cpld. coinc. rfdr/vfdr. **Features:** Auto. parallax comp. Fields for 90, 135mm lenses show in finder automatically.



LEOTAX F, $225-$325

Lens: f/3.5—f/1.5, interchangeable, screw thread. **Shutter:** Focal plane; 1-1/1000. **Focusing:** Cpld. coinc. rfdr., separate from vfdr. **Features:** Accepts lenses with Leica-type thread.



MINOLTA 35 II, $184.50

Lens: f/2, interchangeable, screw thread. **Shutter:** Focal plane; 1-1/500. **Focusing:** Cpld. coinc. rfdr/vfdr. **Features:** Accepts lenses with Leica-type thread.

NIKON S-2, $299; $345

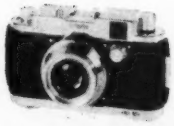
Lens: f/2 and f/1.4, interchangeable, bayonet, 25-500mm. **Shutter:** Focal plane, 1-1/1000. **Focusing:** Cpld. coinc. rfdr/vfdr. **Features:** White frame line in finder for 50mm lens. Finder image life size.

PROMINENT, $157.50-$270

Lens: f/3.5—f/1.5, interchangeable, bayonet mount, 35-100mm. **Shutter:** Behind lens; 1-1/500. **Focusing:** Cpld. coinc. rfdr/vfdr. **Features:** 24mm lens focuses with special reflex housing.

RETINA IIc, IIIc, $135; $185

Lens: IIc, f/2.8; IIIc, f/2. **Shutter:** Between lens; 1-1/500. **Focusing:** Cpld. coinc. rfdr/vfdr. **Features:** 35-80mm focal lengths, obtained by interchanging front lens elements. IIIc has built in exp. meter.



ROBOT ROYAL II, III, $175-$295

Lens: f/2.8—f/1.9, interchangeable, breech mount, 30-200mm. **Shutter:** Behind lens; ½-1/500. **Focusing:** Cpld. coinc. rfdr/vfdr. **Features:** Rapid spring-operated sequence camera. Picture size 24 x 24mm (1 x 1 inch).

SINGLE-LENS REFLEX

ALPA 4, $199-$349; 5, $269-$419

Lens: f/3.5—f/1.8, interchangeable, bayonet, 28-3750mm. **Shutter:** Focal plane; 1-1/1000. **Focusing:** Alpa 4, waist level; Alpa 5, 45 degree viewing eye level prism. **Features:** Direct optical finder for 50mm lens.

ALPA 7, $309-$459

Lens: f/3.5—f/1.8, interchangeable, bayonet, 28-3750mm. **Shutter:** Focal plane; 1-1/1000. **Focusing:** 45 degree eye level prism and cpld. coinc. rfdr/vfdr. **Features:** Optical vfdr. shows field for 50, 90 and 135mm lenses.

ASTRA 35 FX, $56.95-$79.50

Lens: f/3.5 to f/1.9, interchangeable, screw thread, 28-1000mm. **Shutter:** Focal plane; ½-1/500. **Focusing:** Waist level. **Features:** Accessory eye level prism clips on hood.

ASTRAFLEX 35, $85-$122.95

Lens: f/2.8—f/1.9, interchangeable, screw thread, 28-1000mm. **Shutter:** Focal plane; 1-1/1000. **Focusing:** Eye level prism.

CONTAFLEX 1, $169; II, $199

Lens: f/2.8. **Shutter:** Between lens; 1-1/500; automatic diaphragm. **Focusing:** Eye level prism, ground glass rfdr. **Features:** II has built in meter. Telephoto, stereo attachments available.

EXA, $85; $159.50

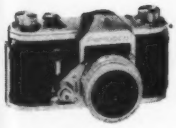
Lens: f/3.5—f/2.8, interchangeable, bayonet, 28-100mm. **Shutter:** Guillotine type; 1/25-1/150. **Focusing:** Waist level. **Features:** Eye level prism interchanges with waist level finder. Ground glass rfdr. available.

EXAKTA VX, $199.50-$416.50

Lens: f/3.5—f/1.5, interchangeable, bayonet, 28-800mm. **Shutter:** Focal plane; 12 sec.-1/1000. **Focusing:** Waist level. **Features:** Eye level prism interchangeable with waist level finder. Ground glass rfdr. available.

HEXACON, $94.75-$124.95

Lens: f/3.5—f/1.5, interchangeable, screw thread, 28-1000mm. **Shutter:** Focal plane; 1-1/1000. **Focusing:** Eye level prism.



PENTACON, $246-$299.50

Lens: f/3.5—f/1.5, interchangeable, screw thread, 28-800mm. **Shutter:** Focal plane; 1-1000. **Focusing:** Eye level prism.

PENTAFLEX, $59.95

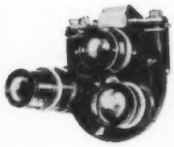
Lens: f/3.5, interchangeable, bayonet. **Shutter:** Behind lens; 1-1/400. **Focusing:** Eye level prism.

PRAKTIFLEX, $69.50-$199.50

Lens: f/3.5—f/1.5, interchangeable, screw thread, 28-1000mm. **Shutter:** Focal plane; ½-1/500. **Focusing:** Waist level. **Features:** Accessory eye level prism clips on hood.

RECTAFLEX, $295-$450

Lens: f/2.9—f/1.5, interchangeable, bayonet, 28-400mm. **Shutter:** Focal plane; 1-1/1300. **Focusing:** Eye level prism. **Features:** Ground glass rfdr. built in.



RECTAFLEX ROTOR, $585

Lens: 50mm f/1.8 lens. Lens, shutter and focusing same as Rectaflex. **Features:** Revolving quick-change turret holds three lenses. Gun stock and trigger release.

SOLIGOR 35, $59.95

Lens: f/3.5, interchangeable, bayonet. **Shutter:** Behind lens; 1/25-1/200. **Focusing:** Waist level. **Features:** Ground glass rfdr. built in.

SUPER D, $124.75

Lens: f/2, interchangeable, screw thread, 28-1000mm. **Shutter:** Focal plane; 1-1/1000. **Focusing:** Eye level prism.

TOWER 23, $79.50

Lens: f/3.5, interchangeable, screw thread, 50-135mm. **Shutter:** Focal plane; 1/25-1/500. **Focusing:** Waist level.

WINDSORFLEX, $59.95

Lens: f/3.5. **Shutter:** Behind lens; 1-1/400. **Focusing:** Waist level. **Features:** Ground glass rangefinder built in.

18 PICTURE LESSONS FOR 35MM USERS

THE STANDARD 35mm negative format adapted by most camera manufacturers is 1 x 1½ inches. Many aestheticians have complained in the past that it's an unpleasing proportion—too long or too narrow, but certainly not a proper type area in which to compose pictures. Yet this odd proportion, evolved in height from the inherent width limitations of standard 35mm motion picture film and fixed in length by Oskar Barnack, Leica inventor, at double motion-picture size, is the size ratio in which we serve. Aside from camera manufacturers, the producers of photographic equipment have often chosen to ignore the proportion. Our standard paper sizes 8 x 10 and 11 x 14 are too short for the full 35mm proportions. Frame makers and cardboard mount makers produce their products in varied sizes but not generally in any multiple of 1 x 1.5. Film manufacturers and processors turned to servicing 1 x 1½ color and black-and-white film only when the pressure of thousands of 35mm fans became too great to ignore. A number of camera designers have sought to change the format and give us more shots per roll by decreasing picture length. But 35mm fans mysteriously have always clung to the original 1 x 1½. In assembling the photographs for *18 Picture Lessons for 35mm Users,* MODERN's editors looked at hundreds of 35mm enlargements in every conceivable proportion. The vast majority, of course, had to be eliminated. Some good shots just made no editorial point from which MODERN's readers could learn. Others simply lacked the power and quality of those retained. Final selection was based on one qualification: did the pictures have stopping power? Would they make a viewer look at them more than once? After the final selection was made, the editors discovered an odd fact. Except for one or two exceptions, all the pictures utilized nearly the entire 35mm format, 1 x 1.5. Few of the photographs would stand additional cropping without loss of picture composition. These 35mm practitioners, amateur and professional, had almost to a man composed their pictures tightly within the 35mm format. You, the 35mm enthusiast, can draw your own conclusions. But it's fairly obvious that the 35mm frame is a picture area which for best results should be used to its fullest. Learn to close in on your subject, jam it into the tiny picture area. Do your cropping in the viewfinder, not on the enlarging easel. Make every square millimeter of negative area work for you. The larger your image appears on the negative, the more detail you can expect to retain in your finished photograph. When you have time, taking a picture, run your eye around the edge of your viewfinder frame. If there's extraneous matter, try to move yourself or the camera to cut it out. Picture area that doesn't appear in your final print is not only lost but is in fact robbing you of quality. 1 x 1½ not aesthetically pleasing? Perhaps not—if you're talking about a great white blank area, a slab of marble or a tablecloth. But don't try to convince a good 35mm photographer. It's probably his favorite proportion. And that might possibly qualify as the 19th lesson. Now let's see what the other 18 are.—H.K.

ALL COLOR BY W. EUGENE SMITH

Good design comes from simple color, careful framing of scene.

▽ Successful portrait depends upon revealing facial expression.

◁ Front to rear sharpness will give needed texture to landscape.

Center fold: Color adds impact to this documentary street scene.

Color: Be exact as you take it. Mistakes can't be changed later.

THE COLOR PORTFOLIO which precedes this page is the work of one of the world's outstanding photographers, W. Eugene Smith. Smith, known for his remarkable work in black-and-white, took these pictures largely for his own amusement last year. They were done at the request of MODERN's editors who wanted to see what a photographer, who has worked exclusively in black-and-white for many years, would do with color. We liked what we saw and a number of interesting questions and answers are demonstrated by them. First of all, Smith wasn't tricked by the fact that he was working with color. The color never took over the picture to the detriment of the subject matter. Secondly, his compositional eye wasn't thrown off in working with color masses rather than the habitual shades of black-and-white. Third, his technical grasp (exposure exact, the lens sharply focused) paid off handsomely in the color medium where a one stop mistake, or a bad focus can ruin an otherwise fine picture.

THE COLOR FOLDOUT is much the same kind of picture that Smith has been taking for years in black-and-white. The children, playing in an Italian street, are caught in an off-guard moment. There is no posing. The picture is carefully organized. (Smith has said, with wistful envy, that he is almost physically incapable of pressing the button when light or composition are inexact—even though the moment is right. He thinks that he sometimes misses dramatic moments because of his absolute compositional discipline.) The light for this photograph was at a minimum; most of his black-and-white photographs are low-key. Despite the similarities to his black-and-white work, this particular photograph has been given added impact by the color. The olive-green (*upper left*), the letters in subdued blue (*center left*), the bright red of the torn poster (*right*) are all soft—not mushy—focus. The overall bluish tone further subdues the bright colors. The background is soft, yet detailed enough for seeing.

Against this softness, the figures of the children are sharp, etched in detail. By concentrating his zone of sharpness on the children (the focal point of the picture) Smith has called visual attention to his subject matter. He has not allowed the fascinating background to overwhelm his picture. Here is a lesson in controlling color.

APPROACHES TO LANDSCAPES are almost as numerous as photographers. The full-page jungle scene, *left*, depends for its effectiveness on the texture of the leaves. This quality results from two things: the choice of the time of day and the choice of focus. Smith chose a time when cross lighting picked up detail, gave roundness and modeling to the tree trunks, the fence, the buildings, the figure of the woman walking in the small clearing. He added depth by stopping down as much as possible to increase the zone of sharp focus. Even the faintly discernible palm leaves to the right of the almost-white tree (where it begins to branch out) are sharply detailed. Remember in shooting landscapes: use your light by waiting for the right time of day, focus exactly, stop down as far as possible, and hold the camera immobile.

IS A MONOTONE MONOTONOUS? Not when carefully taken and sparked with small bits of complementary color as is the porch scene, *left*. Once again, choice of time of day is important. Here, a late afternoon sun adds a golden richness to unpainted wood. The slanting light produces interesting shadows. The whole top area is knocked down to dark brown, providing an effective background for the sunstreaked yellow object hanging from the unseen porch roof. The pale green bowl counterpoints the golden brown hues, the red striped rag thrown carelessly atop the table adds another perfect note. And what could improve on the small watchdog and beautifully shaped guitar? But the painstaking framing is something to be learned only by practice and patience. Where color is obvious, design and framing become problems. Don't take such pictures quickly. Wait, look, frame and frame again. Make each part of the picture work.

GOOD PORTRAITURE depends not upon the medium, but upon the expression of the subject. It doesn't matter whether the film is color or black-and-white. Left is an apparently simple picture of an oarsman paddling down a river. Smith came in close, cutting out the river, trying to capture as much of the face and expression as possible. The man had haunted the photographer from the first moment he saw him. He felt that hidden underneath was the soul of a poet trying to break through, that the man was trying desperately to communicate with him. The portrait was an attempt to capture that feeling. Therefore, the photographer wasn't too concerned about the fact that the arm is slightly blurred in the foreground. As a matter of fact, the motion of the arm adds to the picture since it indicates the physical force of the subject and tells more about the kind of person he is. In a way every portrait is a biography. The expression you choose says what you think is true and important about your subject. It is difficult to tell all about a man in one picture, but it is difficult to write a successful biography, too.

For black-and-white pictures, you may need other techniques. ▷▷

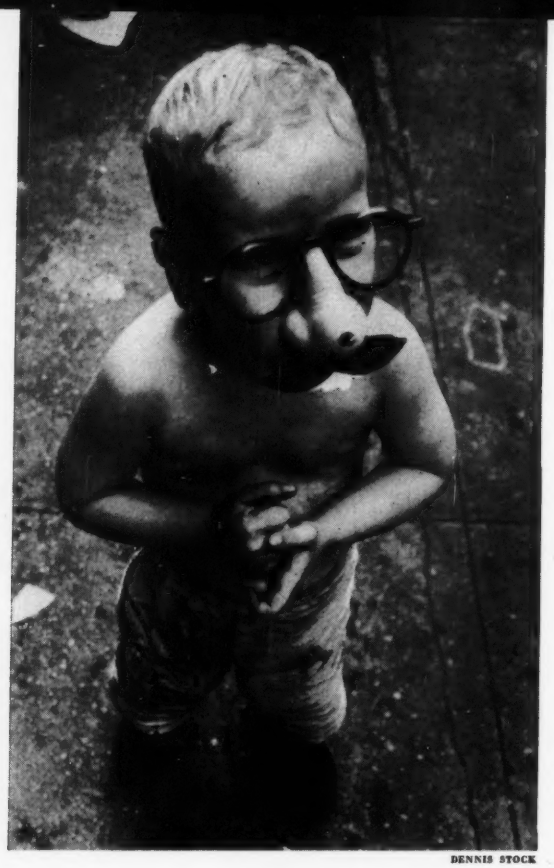
Tonal Scale: Eliminate it with rim light or use it for portraits

BACKLIGHT: electronic flash bounced from white wall, plus another flash directed towards camera from behind figure made startling contrast in black-and-white. Middle gray tones are limited to rim-lighted flesh areas (rest of body was heavily underexposed). To make a simple backdrop of a plain wall, exposure was made at relatively wide aperture, throwing wall out of focus. Rim light technique is well suited to fast lenses that can isolate a figure from its surroundings. ▽

PORTRAITS OF CHILDREN: for dramatic, highly detailed outdoor portraits of children, shoot from the child's level, get as close as possible, expose for skin tones. The standard 50mm lens, found on most 35mm cameras, is quite suitable for portraits of children, because children seldom have the pronounced facial features that the 50mm lens may distort when used close for portraits of adults. Suppose this child's shoulder were not in the same place as the face, and was, instead, closer to the lens. It would appear much too large in relationship to the face, distracting from it. For best results, try to keep hands and shoulders no closer than the face. ▷

DENNIS STOCK

PETER BUCKLEY



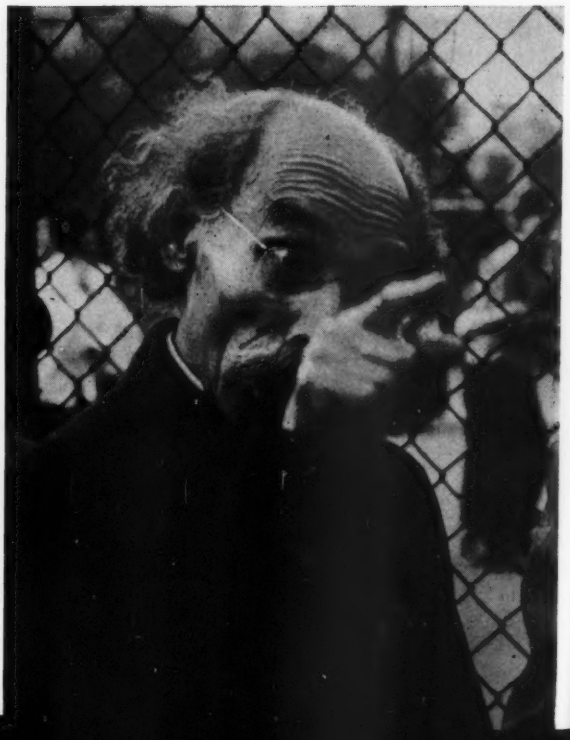
DENNIS STOCK

DISTORTION FOR HUMOR: many pictures of children are erroneously distorted by pointing the camera down from the adult's level to the child's level. This child, monsterized by a fifty-cent mask, became even more grotesque as the angle at which this shot was made caused the head to appear enlarged. Used judiciously, such distortion can produce other effective results, as you'll see in the picture of horses, *page 80*. However, if you want to *minimize* distortion, a longer-than-normal focal length lens, such ◁ as a 90mm, will be of great assistance.

GROUP PORTRAITS are well suited to the 35mm. Its elongated frame (1 x 1½ inches) can accommodate a row of people with or without handlebar mustaches. Eye-level point of view is ideal for getting faces close-up and head-on, which is difficult with hand-held, waist-level cameras. Furthermore, when it's impossible to back off far enough to include an entire group, you can use a wide-angle lens. On most 35mm cameras with interchangeble lenses, it takes only seconds to switch from one to another. ▷

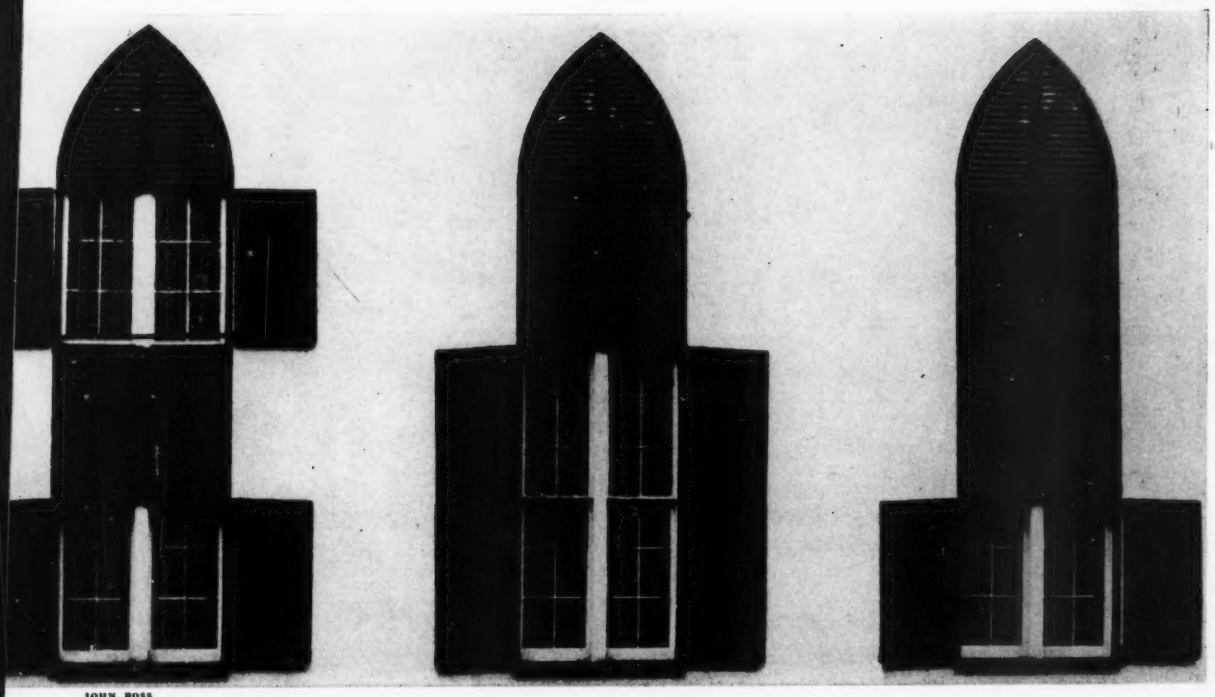
Humor as seen through sequence, distortion or group portrait

STAN LEVY



DAVID MOORE

SEQUENCE shooting is greatly facilitated by the 35mm—you can take up to 36 exposures without changing film, and the rapid film advance and shutter wind mechanisms on many cameras permit split second continuous shooting. Every negative may not be perfect, but in such a large group of pictures your chances of getting several successful shots are excellent. If your subject is camera shy, get away from him, use a "long" lens. Otherwise, you can mingle with the crowd and shoot nearby with a 50mm lens. A wide-angle lens may be used to include crowd scenes. If you hope to make a picture "story," vary camera-to-subject distances: a long shot and close-up here and there, and vertical as well as horizontal format ◁ will add to the story continuity.

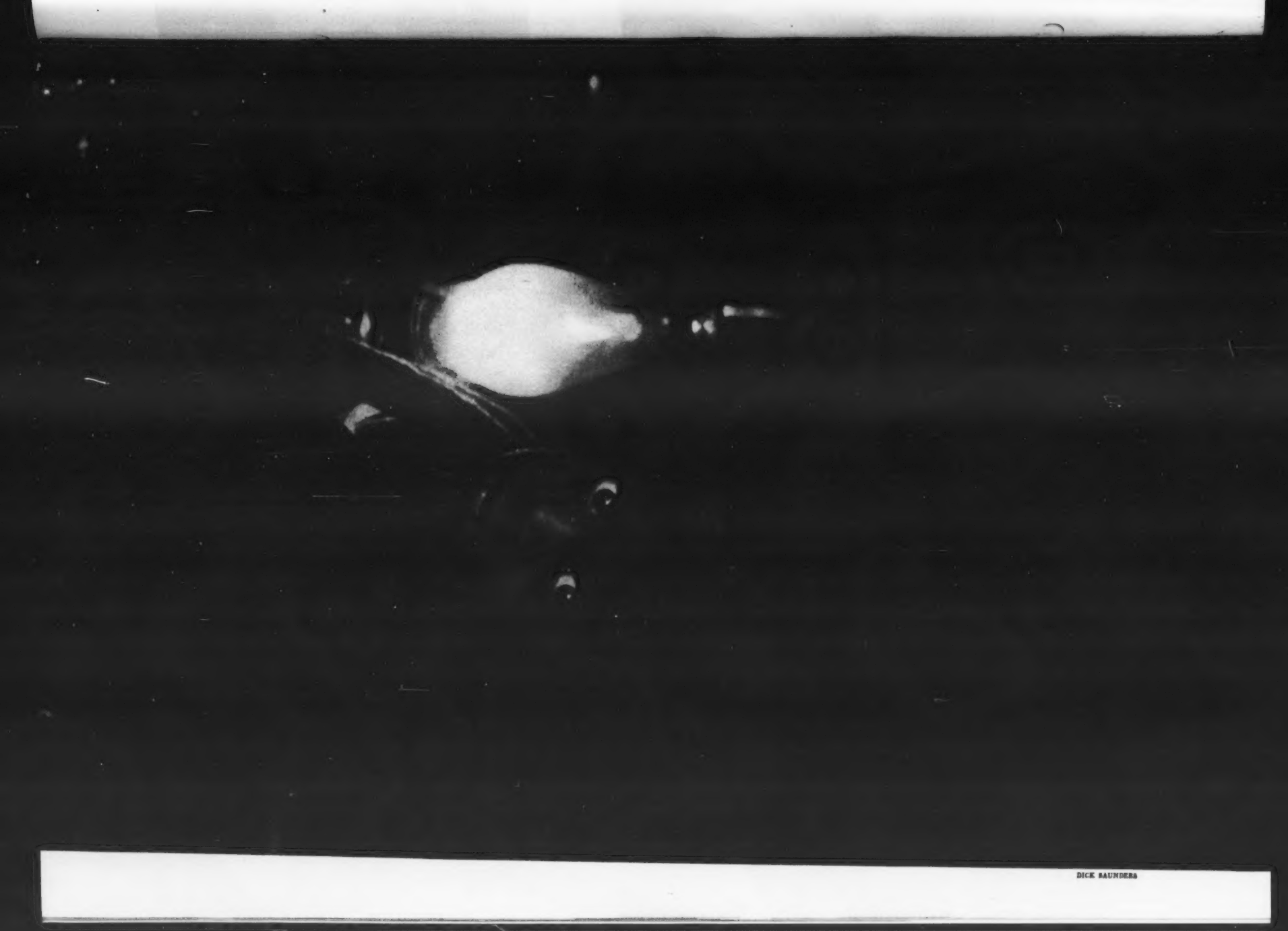


JOHN ROSS

DESIGN PICTURES are definitely within the scope of △ the 35mm. Despite its excellent lenses, it's difficult for the 35mm camera to produce a large print with the same quality as a larger camera negative used to make the same sized enlargement. However, with the 35mm you can successfully work with massive forms. Esthetically the 35mm negative format does prove harmonious for designs. Although it's difficult to make architectural pictures with this camera, you can select details from architecture, as here. Severe blacks and whites, incidentally, resulted from exposing for the dark blinds (thus overexposing the white areas) and making the print on a contrasty grade of paper.

Extremes: From outdoor design in mass to indoor documentary

LOW-LIGHT SITUATIONS demand the use of fast films, slow shutter speeds and extremely wide apertures such as f/2 (found almost exclusively on 35mm cameras). A single kerosene lamp in a Pittsburgh slum area was the only available source of illumination and offered meager light. Expressions like this are fleeting; your trigger finger must be exceptionally sensitive; focusing and exposure must be precise. Be careful when shooting at large apertures such as f/2 because your zone of sharp focus may be only a few inches deep when focusing on close objects. Exposure in this case was for skin tones (as a result, the overexposed lampshade created a hot spot on the negative; however, this can be corrected to a certain extent by "burning in" the lamp during enlarging. ▷



DICK SAUNDERS

Wide-angle lens emphasizes foreground, minimizes background

WIDE-ANGLE LENSES often make difficult pictures possible. Here's what one did *below:* it took in a greater area, getting all figures into picture. It in-

creased apparent foreground, background distances, minimizing men in background so they don't distract from foreground. It reproduced all within the zone of sharp focus. A normal lens would have registered some foreground or background figures, not the entire scene as did the wide angle lens.

BARRETT GALLAGHER

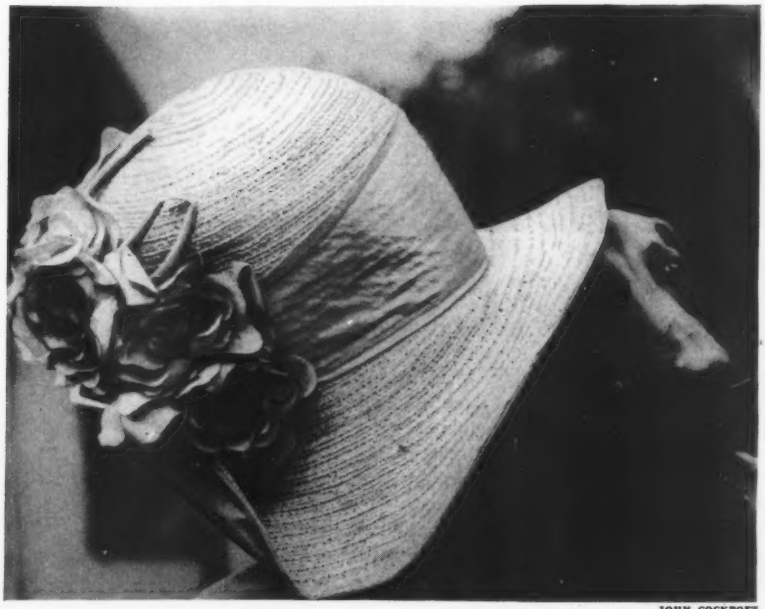
Camera Angle: It can convey power, humor or mood when you photograph animals

DISTORTION FOR DRAMA is achieved by imaginative use of a wide-angle lens. As foreshortening was described on *page 74*, objects near the camera appear larger in size compared with more distant objects. Since the wide-angle lens tends to exaggerate foreshortening, the heads, necks and shoulders of this team of horses seem out of proportion with the rest of the picture. Their bodies taper off from the forceful, muscular shoulders to the driver, who is minimized, giving the impression that the horses are longer than they are in reality. The drama of the scene is additionally enhanced by focus (on animal's heads) and lens setting—so that the driver, log and surrounding forest are slightly blurred—and by the low angle point of view. ▽

SHOOTING DOWN from eye level to make a small object on the ground look strange, and distant, is no problem with the 35mm. It is particularly good for working with animals such as cats or dogs, which may jump out of range without warning. Aura of mystery here comes partly from composition and simplicity of picture components, partly from technique. Because of under-exposure, there is no texture in the fur of the cat; we see it as a curious black spot in the correctly exposed under-brush. Contrasting with the blackness, its eyes are blank and pale and seem to stare somewhat menacingly toward the observer. *His* eyes almost race to the cat's and they meet with impact. To emphasize size and power of an animal, lower the point of view, shoot nearer the animal's own level. ▷

ELIOTT ERWITT

AURO ROSELLI



JOHN COCKROFT

SHOOTING ON A LEVEL: if you stand in a crowd of people, hold your 35mm △ camera to your eye and keep it level, you'll find that your subject material will often be faces. The 35mm camera has become perhaps the most important photographic documenter of people's features. Through these features we learn of their emotions. But for mystery or humor, it's sometimes preferable not to include faces. Here's a picture made at eye-level of a woman's head and shoulders. We don't see her face. Instead we see her dog's. She and her dog appear ludicrous. We can laugh. But if you saw her face would your feelings be those of humor or compassion? So, we learn, the dividing line between amusement and pathos may be no wider than the difference between seeing a face and hiding it.

DENNIS STOCK

A PORTRAIT OF A GIRL (even Audrey Hepburn) can be △ ruined by a bad background such as a sharply defined brick wall. Here's how to make the best of one. Although this brick wall seems to be just a few inches from the subject, it really was several feet away. However, the longer-than-normal focal length lens and large opening used threw the wall 'way out of focus, even picked up a few soft circular highlights, and transformed it into a subtle background to set off the girl's head. Distortion problems, already encountered in making close-ups with a 50mm lens, are also solved by using a "longer" lens. It makes objects close to camera (hands) seem smaller.

Three different ways to focus on expression

GRAB SHOT material may pop into your viewfinder without a moment's notice. Although you may be in the process of making an exposure for a particular subject (such as the soldiers in the background), be ready to change focus instantaneously if another picture possibility (soldier in the foreground) appears. Rapid film winds and a 36-exposure load will generally give you the chance to make more than one shot. Focusing can be done very quickly and accurately with practice. To get the hang of it, drill at changing focus when your camera is unloaded. ▷

GEORGE DANIELL

UNEXPECTED ACTION and exuberant expressions usually can be stopped when you set the △ shutter speed upwards of 1/100 second. Here everything is in focus from approximately six to fifteen feet. Whether you're shooting a street scene or sports events, it's a good idea to pre-set shutter, lens opening and focus. Then you can be sure of catching most actions that occur within the predetermined limits indicated on the depth of field scale of your camera.

ELLIOT ERWITT

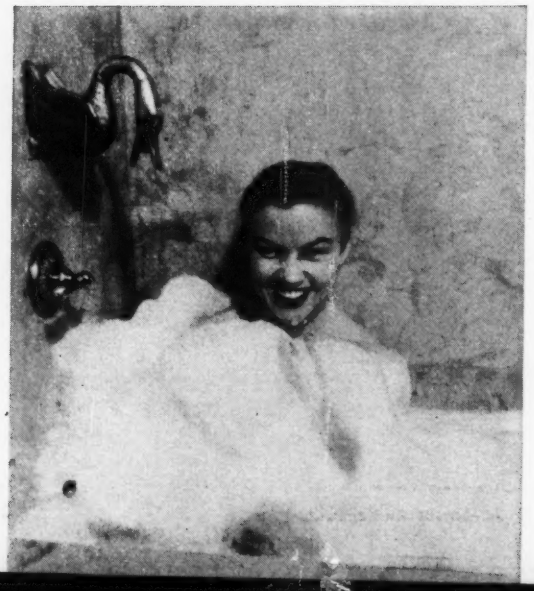
SHOOT GLAMOUR WITH A 35MM

ROBERT HALMI believes that the test of good glamour photography is the mood the photographer captures, not how many gadgets he carries. Recently he had a chance to work with actress Ava Norring who refers to a well-known category of photography as "cheese-pie". Regardless of how Hungarian-born Miss Norring fractures the American language, she knows how to talk to a camera in a provocative manner. Halmi kept her talking and for these pictures used only the available light from lamps, lighting fixtures, etc., in an apartment. He worked with a Leica IIIf, equipped with an f/2.8 35mm Biogon. Says he of this wide-angle lens: "It's ideal for indoor glamour. I have to work in cramped spaces (see bathtub shots, next page) and because of the low light, I want as much depth of field as possible." Film was Kodak Super-XX, rated at 200 indoors, pushed in development.

High angle gives added impact to this full-figure shot.

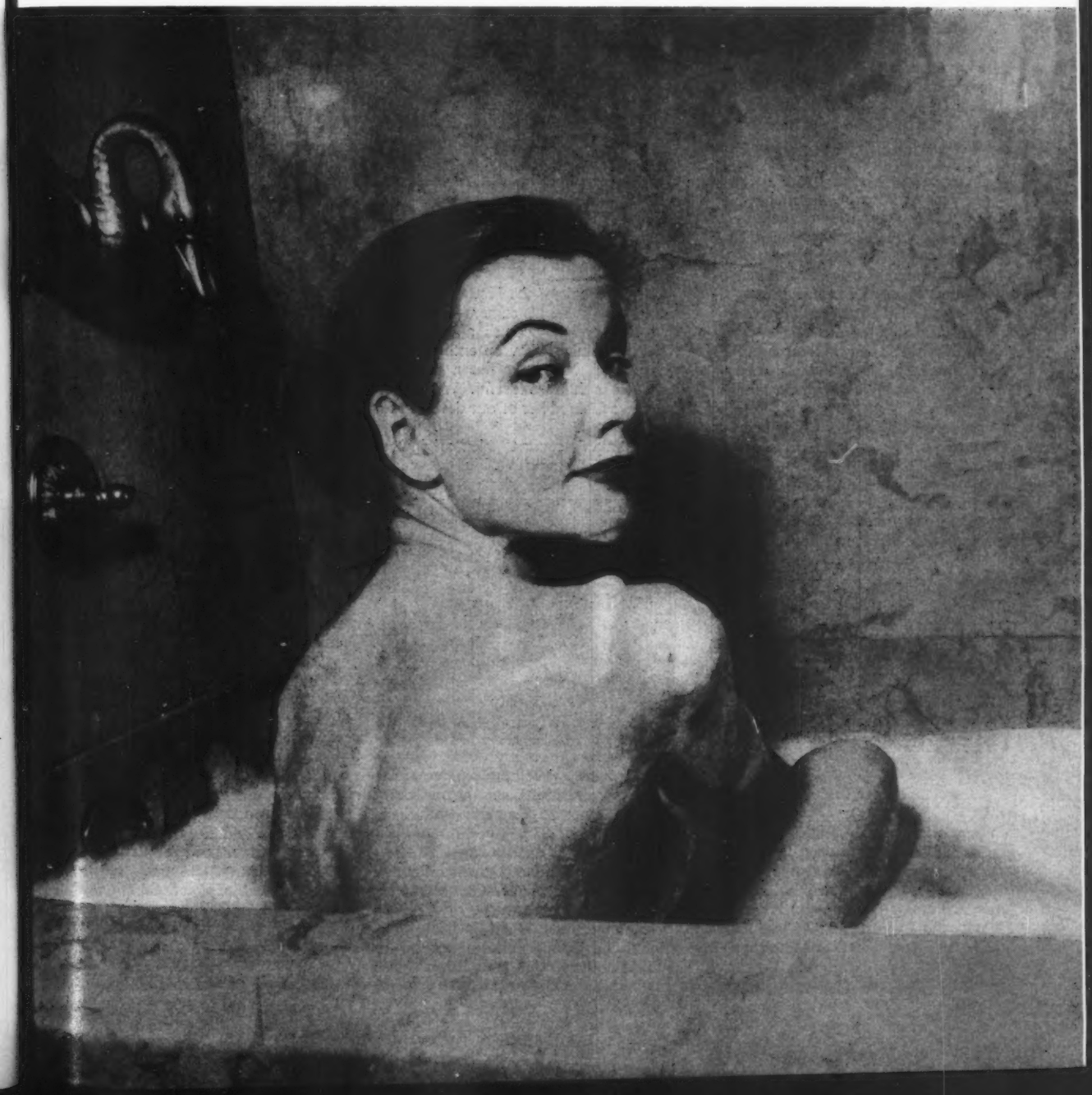
Half-light from side, plus careful draping adds up to mysterious mood.

Painting from another era provides paradoxical background for modern glamour girl pose.



Fast lens and film, even in natural room light, give plenty of detail to soap bubble setting for pretty girl picture.

One camera, one lens, existing light = opportunity for candid shots such as this.



The Kodak BULLETIN

Coldest Film &

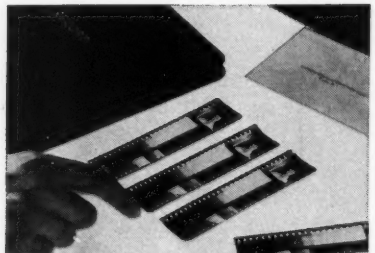
—or, why color test strips dwell happily in a deep freezer . . . the leisurely emulsion that slices millimeters into milli-millimeters . . . the philosophy of good filters (and why their owners stay young) . . . transparencies for the tax assessor . . . how to pack a photo lab into a shoe box . . . and a lady who loves her Kodak Chevron Camera

Deep-freeze color

In the color processing laboratory where you have your Kodak Ektachrome Film developed, this may well have happened today:

> A man took a small package from a deep freezer and carefully opened it. After checking a piece of cardboard for signs of a red dot, he removed a packet from the box and also a short strip of developed color film. The box went back in the freezer. The man then took the packet to the darkroom where the day's run of Ektachrome was being processed, opened it, and took out a short strip of undeveloped film which he attached to the film rack. A couple of hours later, the man had two developed strips of Ektachrome, the one that was just run and the one that came already processed. He put them in a densitometer and plotted points on graph paper. Then he returned to the processing room and discussed something technical with the man in charge.

What's this all about? It's just a color laboratory using our Kodak Ektachrome Processing Control Strips to make sure the processing operation is right on the button. We make these control strips by accurately exposing Ektachrome Film on sensitometers. Each strip has a series of



color patches, a gray scale, and a portrait, and they're shipped out undeveloped, 20 to a box. We also send along a precisely developed strip to use as a standard of comparison.

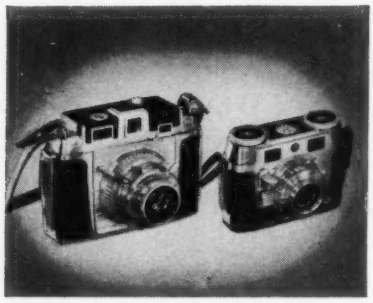
Why the deep freezer? As you know, the latent image on exposed film changes slightly over a period of time. Low temperature holds this change to a minimum. So, we package these precision strips in dry ice and store them in a freezer. We even put a little indicator in the shipping package—it shows red if the temperature has gone above freezing on the way to your Ektachrome photofinisher.

All this is a lot of trouble we don't *have* to go to. It's expensive, for the packaging and handling alone cost almost as much as we charge for a box of 20. But we make Kodak Ektachrome Film to the highest possible standards of quality and uniformity, and we want to do everything we can to help the color lab give you the finest possible processing job.

Complaint department

We often speak of the Kodak Chevron Camera as "a man's camera—for man-size tasks." Now comes a complaint from a feminine Chevron enthusiast in Greenwood, Miss. She has a Chevron and thinks it's wonderful. We agree, and have assured her of our devotion to the fairer sex.

The "man's camera" idea originated because the *Chevron* is a big, husky 2¼



x 2¼ camera, while most women prefer trim, compact models such as our 35mm Kodak Signet 35 Camera. Both have Kodak Ektar *f*/3.5 Lenses, so each stands at the top of its class. The pictures you make with them will rate "A's," too. See your Kodak dealer.

▶ Summertime is fill-in flash time. You'll find detailed information on the subject in the Kodak Data Book "Flash Technique." 50¢ at your Kodak dealer's.

The pleasure of filters

Kodak Wratten Filters are scientific instruments. They are also useful photographic tools. And they are devices that give a lift to the spirit.

Sure, you can take good pictures without filters. But the man who scorns filters tends to become a crabbed and narrow soul, addicted to conventional themes and routine subjects. The true filter en-

thusiast is an adventurer, an explorer who daily renews his youth.

The filter connoisseur is a man who wants to *know*. (He'll take a color shot with the right filter, for the record; then some with the wrong filters just to see what happens. Often what happens is more interesting pictorially, and he has new effects to brag about. This is one of the things that make photography exciting.)

What are the right filters? For black-and-white shots, start with the Kodak Wratten K2, A, and X1, and go on from there. For color, the Kodak Skylight Filter (for open-shade shots and less "blue haze" in long-range scenics), and a variety of precise filters for Type A (photoflood-balanced) and Type F (photoflash-balanced) color films. Prices, $1.75 up in standard series sizes. There's also an inexpensive group of solid-glass Kodak Pictorial Filters, for general black-and-white picture taking. See your Kodak dealer, build up your filter collection, and maintain your photographic youthfulness.

▶ Next time someone asks you how to

Sharpest Plates

synchronize an old beat-up camera for flash, do him a good turn. Just point out that for about the price of a good synchronizer, he can have a brand-new Kodak Duaflex Camera with a good color-corrected *f*/8 lens *and* flash unit. Then he'll have *two* outfits . . . and better synch, too, if his old camera is an average antique. Most flash shots are taken in the *f*/16-*f*/8 Duaflex range.

Millimeters, sliced thin

That blunt instrument above is an ordinary pencil point. It's pointing at a reticle, made on a Kodak High Resolution Plate. This reticle fits into the eyepiece of an optical instrument, and is rather fine as reticles go. But to these special plates of ours, which will resolve more than 1,000 lines per millimeter, it's as coarse as the scale on a carpenter's rule.

(To visualize a resolving power of 1,000 lines per millimeter, take the ½mm period on this sentence and chop it into about 1,000 slices spaced out to make 1mm.)

You notice we say "more than" 1,000 lines per millimeter. Truth is, we have never been able to devise a situation that drives these plates to their limit. It's too difficult to form and lay down an optical image that fine. The width of each line and space would equal the wavelength of blue light near the limit of human vision!

Kodak High Resolution Plates are of no earthly use to anybody shooting a still life for a salon. They have extreme contrast, and are only about 1/20,000 as fast as Kodak Tri-X Roll Film. We recommend that for normal use you choose Tri-X (or Kodak Royal Pan or Plus-X) and save yourself a lot of time. But we thought you ought to know that Kodak can make emulsions so high in resolving power that even a Kodak Ektar Lens can't squeeze all the juice out of them. And with grain so fine you can't even find it under an ordinary microscope.

Quick and timely

▶ It seemed to us that stereo cameras and viewers are so essential to each other they might as well go in one package. You can now get a handsome Kodak Stereo Outfit, including the Kodak Stereo Camera and Kodaslide Stereo

Viewer I, for $97.25. A splendid gift for yourself, your best girl friend or favorite wife, or your boy or girl in college.

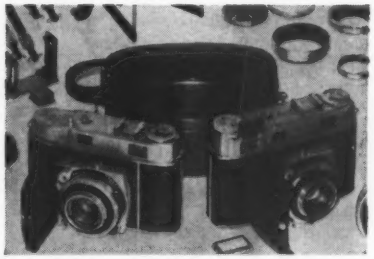
▶ We heard about a tax assessor in New Jersey who is making a complete file of Kodachrome transparencies covering all the houses in his jurisdiction. It helps make comparisons and analyses (and settles a lot of arguments). Maybe you can use Kodachrome shots of your house to settle arguments with *your* tax assessor. And we'll bet color slides can have a use in your business—whatever it may be.

▶ Now you can get Kodak Ektalure Paper F (glossy) in both single and double weight—and that's a good thing, too. Here's a top-quality medium-speed enlarging paper, same basic type as Kodak Opal but twice the speed, in the best surface for maximum detail and subject texture and maximum tonal scale. Tones beautifully; has great response to manipulation and special processing techniques. Get some; you'll like it. The double weight is best for large prints, especially those to be mounted.

▶ A shoe box will very nicely hold a vacation film-processing laboratory that lets you process the day's shooting the same evening. All you need is a Kodacraft Roll Film Tank ($2.95), a 55¢ Kodak Darkroom Thermometer, a few 25¢ Kodak Tri-Chem Packs and you're in business. Add a $1.95 Kodacraft Printing Frame and a $1.95 Rocker Tray Set, and you can make some prints to send back home at the same time. (With a $9.95 Kodak Day-Load Tank, a Kodak Ektachrome Processing Kit, Process E-2, and the $9.35 Kodak Process Thermometer, you can even process your color transparencies on the spot.)

▶ Dunk a photographic print in a tray of Kodak Print Lacquer and it becomes practically waterproof—you can wash it with soap and water. Nice for prints that get a lot of handling. The lacquer dries almost instantly. Can, 8 oz., 78 cents.

▶ What's the basic difference between the new Kodak Retina IIIc and IIc Cameras? The IIIc has an *f*/2 lens, a built-in photoelectric exposure meter, and costs $185. The IIc has an *f*/2.8 lens,



no exposure meter, and costs $135. They take exactly the same auxiliary units, including the same wide-angle and telephoto lens components. And they're almost equally beautiful. Seen them yet? If not, it's high time you did.

▶ Ultra-speed Kodak Tri-X Film is now in 20-exposure 35mm magazines, 85 cents. Also in 120, 620, 127, and 828 rolls.

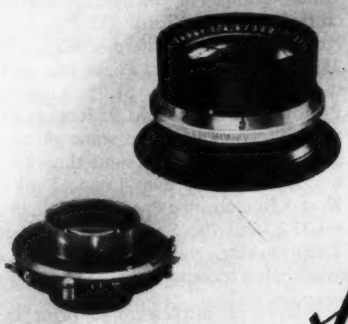
Prices include Federal Tax where applicable and are subject to change without notice.

Kodak

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

XENAR

...a complete line of quality lenses universally acclaimed for their superior definition, brilliance and true color rendering. Available with f:4.5 aperture in focal lengths from 105 mm to 360 mm (4⅛" to 14¼") and with f:3.8 and f:3.5 apertures in many focal lengths.



TELE-XENAR

...noted for their brilliance, sharpness and pleasing perspective for portraits. Available with f:5.5 aperture in focal lengths from 180 mm to 500 mm (7⅛" to 20") and with f:4.5 aperture in 180 mm and 240 mm focal lengths.

COMPONAR

...the world's leader for enlarging ...calculated and corrected to preserve all the definition and brilliance of the finest negatives. Available with f:3.5 aperture in 50 mm and 75 mm focal lengths; and f:4.5 in 50 mm to 135 mm (2" to 5¼") focal lengths for negatives sizes 35 mm to 4" x 5".

ANGULON

...the standard by which all other wide angle lenses are judged. Perfectly corrected—capable of covering the phenomenal angle of 105° without distortion and with critical sharpness. Available with f:6.8 aperture in focal lengths 65 mm to 210 mm (2⅝" to 8¼").

SPECIAL MOUNTS

Schneider lenses are also supplied in various lens types in the special focusing mounts for:
LEICA • KINE EXAKTA • CONTAX S&D • EXA • PRAKTIKA • PENTACON • PRAKTIFLEX

CINE LENSES

Superbly corrected for color, their keen definition and high resolving power provide negatives ideally suited for large-screen projection. Available for 8, 16 and 35 mm cameras in a wide range of speeds and focal lengths.

The world over—*for every type of photography*—Schneider lenses are widely preferred by manufacturers of fine cameras, professional photographers, commercial studios and critical amateurs. And this preference continues to grow with the increasing use of color film. For Schneider lenses are unequalled for color correction... being finely balanced to bring every color, including red, into the same sharp focal plane. Schneider lenses are sold through leading photo dealers. Literature and prices on any lens requirement gladly sent on request.

Schneider LENSES... *Classics of Optical Precision*

products of Jos. Schneider & Co., Kreuznach, Germany (Western Zone)

Distributed in U. S. A. by **BURLEIGH BROOKS, Inc.,** 10 W. 46th Street, New York 36, N. Y.

Dr. Cinema says...

"Don't pass up 8mm magazine load cameras—they have definite advantages for the amateur cinematographer."

THERE'S A LOT OF INTEREST right now in 8mm spool-load cameras, and rightly so. Certain reasonably-priced models are very sturdily made, with cast aluminum housings. Thus, they cannot bend or warp out of shape. (Others, alas, have sheet metal housings, and you can stop the motors by squeezing the cameras. I've done this.) In addition to their sturdiness, these cameras generally have quite good lenses. Several have single-frame and continuous-run adjustments. And all of them use the comparatively inexpensive roll film.

But the mass interest in the good 8mm spool-load camera has taken attention from the 8mm magazine-load jobs. These offer a great deal in the way of convenience and versatility. Many have two-lens turrets which are easily revolved in such a way that the taking lens and matching viewfinder can be clicked into place positively in a second or so.

Continuous filming

There's another characteristic of magazine 8's which bears discussion. Check the list and you'll find that most magazine 8's have useful spring runs of at least 10 feet, giving you up to a 50 seconds' uninterrupted filming on one wind of the motor. This isn't of too much importance to many people, but there's no denying that it saves you some spring-winding. The reason for this seems to be that the magazine 8 is a more recent design than the spool-load 8, and that it would be very costly to re-design the spool-load jobs for bigger, more potent springs.

Two or three of the later spool-load cameras, however, have 10-foot spring runs, which bears out the claim that chronology has much to do with the matter. Several of the industry's top design engineers tell me that there is no inherent reason—such as the characteristic rectangular shape—why the magazine version should be any easier to fit with a bigger spring. But to put bigger springs into older types would require re-designing which would run up prohibitive costs for tooling.

Ease of loading

Now let's consider the main advantage claimed for the magazine camera—the ease of loading and interchanging magazines. This is a definite pleasure. Spool loading has come to be a very simple chore, and doesn't bother people as it used to when complicated threading was involved. But with a magazine you have no worries about edge fog. You simply open the camera, slip the magazine in, shut the camera, and start shooting—and you can safely do all this out in the noonday sun if you wish.

What about image sharpness?

Occasionally you'll hear it said that the magazine camera doesn't achieve quite the image sharpness obtainable with spool load. This factor is not of major importance to most people. And I've personally shot some magazine footage which compares favorably in every respect with good roll film stuff.

Let's briefly analyze the matter. Your spool-load camera has an aperture and pressure plate which are carefully machined and built for years of smooth operation. In a magazine camera the function of these parts is performed largely within the magazine itself. And it stands to reason that you can't build into a magazine the rigidity and precision found in a camera costing many times as much. To put it another way, where the use of a magazine is concerned there's much which cannot be built into the camera. Accordingly you can expect that occasionally the film at the gate will be somewhat less perfectly flat than if held in place by a camera pressure plate.

As stated previously however, this particular feature doesn't seem to bother a lot of people. For average home use, where the projection throw isn't long and the screen size isn't enormous, some very slight fuzziness in the film image tends to go unnoticed, because it's only at great magnification that such things really show up.

Four to six film speeds

The magazine 8's universally offer from four to six film speeds, which is another advantageous feature. Some start with 8 f.p.s. and go up through 64 f.p.s. Others have 16, 24, 32, and 64 f.p.s. You personally may not use anything except the 16-frame speed. But it's nice to have the others at your disposal, just in case you do want to try something out of the ordinary.

Don't pass up the magazine 8; its many features, including turret, generous spring run, multiple speed, and simplicity of loading, make it an awful lot of camera for your money.

Soundtracks simplified

Several magnetic soundfilm addicts have written for my views on the use of tape in preparing a soundtrack for striped film. The experts take a dim view of piping a taped track directly onto the film. Their reasons make sense, too. They say that tape sometimes shrinks or stretches slightly, due to relative humidity changes and other causes, and that this can result in the taped sound getting out of sync with the picture as you record on film. Undoubtedly there's something to this, and it can be frustrating indeed to see your recording lose or gain slightly on your picture when you already have half your track recorded on the film.

But not so fast. In rebuttal, I submit the cases of two magnetic film users of my knowledge who use this very routine with success. Neither is any great shakes as a sound expert, and both turned the trick the first time out. Each simply plugged the tape recorder into the magnetic soundfilm projector and got what he wanted in the way of a soundtrack. Certainly they did everything possible to synchronize tape and film at the start of the recording. And of course no lip synchronization was attempted in either case. One man simply wanted background music for his film. He chose the music, taped various passages and selections to suit the projected film, and there he was. The other wanted narration. He viewed his film a couple of times, wrote a script, then narrated on tape as he viewed the film again. He kept the spoken narration on the brief side, allowing considerable leeway at the beginning and at the end of each narrated scene. But his taped sound went onto the film very nicely.

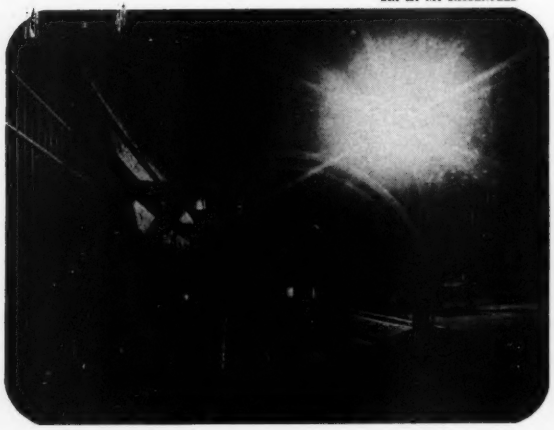
I still think it's best to record "live" on the film track, using a mixer for speech and music and sound effects. But inexperienced operators can do considerable editing on tape and thus perhaps ultimately get a smoother track than they could manage directly on film. Anyhow, it can be done—so keep tape in mind when you have a magnetic film to soundtrack. Keep it in mind as a means of accompanying or narrating your silent films, too.

MOVIE SECTION ▸

MAKE BETTER NIGHT MOVIES

Try these 8 suggestions to improve your color or black-and-white night films . . . by Ernst Wildi.

DR. H. M. SASSENFELD



1. SHOOT ATMOSPHERE next time there's mist, fog, or light rain. But protect your camera by having someone hold an umbrella over it while you record wet pavements, halos around street lights.

ANITA M. BEER

2. VARY CAMERA ANGLES. Here's a good way to break up all that straight-on footage which makes many movies monotonous. To minimize size just shoot down; to exaggerate subject size, shoot up.

©ROBERT PARENT

5. INCLUDE IMPORTANT DETAIL by using moonlight or the last rays of daylight to illuminate the scene. When you're shooting just before nightfall, wait till street and window lights are turned on.

WILLIAM J. CARTER

6. DON'T OVERLOOK CLOSEUPS which tell a story by showing part of the background. A movie marquee, cars whizzing by, people strolling behind the subject, all can strengthen closeup scenes.

IDEAS are as important as lighting in night movies. Visualize each scene in advance; consider how it will fit into the movie as a whole. Then choose subjects that tell the story. Your own home town is full of possibilities—late evening shoppers inspecting store windows, teen-agers gathered outside the corner drug store, flashing neon signs, townspeople buying tickets at the local movie house. Good movies depend largely on subject matter and how it is photographed. So try these 8 suggestions next time you take your camera out at night.

Don't think just in terms of color. With the new fast black-and-white films possibilities are almost limitless. You can get lots of footage which was difficult or impossible before. In color, of course, the faster the lens, the wider the variety of subjects you can shoot. Many night scenes can be recorded in color with an f/2.8 lens, but most require f/1.9 or 1.5.

Now to actual practice. Suppose your meter doesn't give a reading, can you film the scene? Yes, because your meter indicates over-all brightness (at night, the lack of it), but your shooting interest lies only in the brightly lighted patches. For the right exposure in most night situations turn to the black-and-white, and color, exposure chart on *page 98*.—THE END

WILLIAM J. CARTER

3. USE DAYLIGHT COLOR FILM for night scenes brightly illuminated by artificial light, as *above*. You'll get warmer tone rendition than with tungsten-type film. No additional filter is needed.

WILLIAM J. CARTER

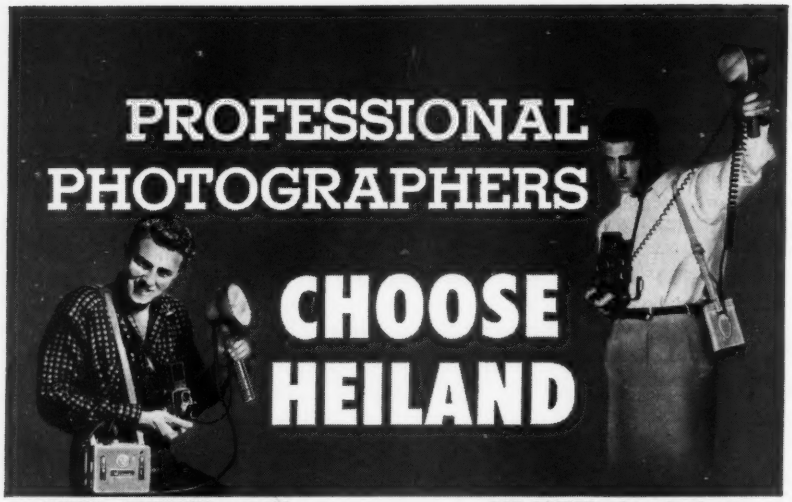
4. TAKE REFLECTIONS, then splice them into your film so they add to the mood of the situation. Use the subject chart on page 98. If the reflection is dim, however, open up at least one full lens stop.

ROGER COSTER

7. CATCH HUMAN INTEREST. With fast lenses and black-and-white film it's easy to shoot people at work, taking a break between shows, *above*, or examining marquees, cars, and store windows.

WILLIAM J. CARTER

8. YOU'LL NEED ACTION in night movies because there's so little overall detail in many scenes. Point your lens at people walking, moving automobiles, even bridge traffic from an elevated height.



PETER GOWLAND, world-famous for his glamour girl photos, says, *"I've used Heiland equipment for years. I know it can be depended on in all circumstances!"*

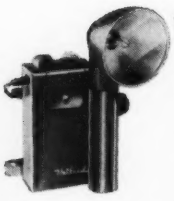
PAT COFFEY, whose free-lance work appears regularly in magazines such as THE SATURDAY EVENING POST, says, *"Thousands of good flash pictures have proved to me that Heiland units do the job."*

For years Heiland has been the first choice in flash equipment among professional photographers—whose very success depends on getting the best photographs! They know that Heiland units give them unmatched versatility and convenience of use. The professionals use Heiland flash units for every type of photograph—for flash fill in sunlight; as the primary light source inside; to increase illumination without destroying existing light patterns.

Take a tip from experts and let a Heiland flash unit on your camera help you to better pictures!

IN ELECTRONIC FLASH

Three popular models from Heiland's complete line



STROBONAR SEVEN

Amazingly compact and lightweight, yet built to professional quality standards for years of trouble-free operation. Choice of 3 power paks, to fit your exact need. Flashes pictures for 1 cent or less.

STROBONAR SIX

For professional type use. Will flash one shot right after another without loss in light output. Exclusive "high-low" switch on lamphead cuts light output to ¼ normal—permits extreme close ups with fast films.

STROBONAR FIVE

The ideal unit for all-around use. Strong light output—yet small in size, light in weight. Choice of many professionals!

Distributed in Canada by W. E. Booth Co., Ltd., Toronto

Heiland® H HONEYWELL A DIVISION OF MINNEAPOLIS HONEYWELL

130 EAST FIFTH AVENUE • DENVER 3, COLO.

the Camera Clubs

by MABEL SCACHERI

Let's talk about club programming. How many new members will you attract with a photo course? What's the best "first night" program? And how frequent should camera club meetings be, anyhow?

Here we go again on another camera club season, very likely with the president and program chairman of your club debating, as usual, whether to start right out offering a simple course for beginners, with a view to luring in some new members. I used to think that was a good idea, because it does sound sort of logical. But now I am not so sure.

The last reports I've had on the ornery beginner indicate that the photo course does not work well as bait. Oh, sure, a sizable class of beginners will show up, but in six months or a year, after they have obtained the instruction in developing and printing, they slip off the hook and few of them remain as solid club members.

When you stop to think of it, that's about what you might expect. You didn't sell those people on club membership, you sold them on a cut-rate photo course. So you roped in a bunch of bargain-hunters, not at all the sort of guys and gals you really want in your club. The best camera-club members are not necessarily so tense and ambitious about technique and the making of ribbon-winning photographs. They are genial, sociable, cooperative people whose companionship you enjoy.

Still, camera-club members do expect to learn something about photography, in a casual or even accidental way, during the club year. They just don't want the information poured on in long, dull doses. The best teachers are foxy enough to make a subject so interesting that the student will pitch in and learn it under his own steam, instead of expecting to have skill blown into his head through both ears.

Inspiration helps

Take, for instance, learning to load a spiral-reel tank and develop film. This is a deadly deal, in my opinion. The only reason any of us do this job is to arrive at the end result, a nifty picture. So why not begin by making the unskillful members drool over some fine photographs?

Let one or two advanced members

show a few first-rate prints, and also, if possible, some tenth-rate shots made at the same time they got the dillies. That helps to dissipate gloom for the beginner who mutters, "Gosh, I never could take a picture like that!" Make it clear that even the best photographers are no sure-shot Dead-Eye Dicks. They also goof, and plenty.

The advanced members may then tell how to spot good picture material, how to train the eye to see good subjects quickly, and how to be speedy and accurate about exposure. Then you're ready for that demonstration of developing. If you can get your beginners, and your lazybones, out shooting pictures, so that they will surmise they have captured several red-hot numbers, believe me they will then soak up the simple facts about film-processing.

Keep that first meeting simple

Such a session would probably not be your best bet for a first meeting of the season. With color-shooting more and more popular, it is likely that most members will have some new color slides in September, whereas few of them will have had the time or git-up-and-git to make any black-and-white prints. Whether or not you have the vacation slides judged at this meeting is something else again. The first meeting usually turns into more of a gab fest than a regular meeting, so why not simply enjoy the projected color slides for a while and then go to it and gab? Your gang is going to chatter anyway, and it does make a judge so disgusted if you don't listen to his somber pronouncements.

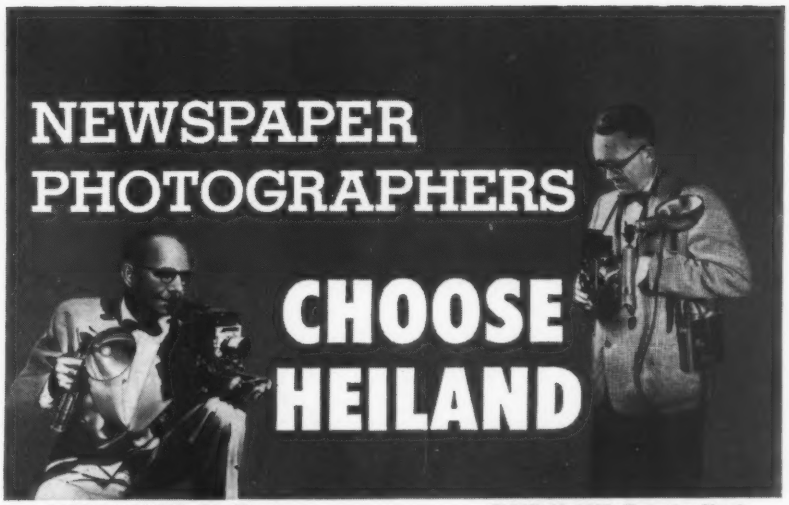
A subject of debate which often comes up at the start of the season is whether the club should not try to find space where they may have a club darkroom. Non-members of camera clubs usually think that all the clubs have darkrooms. If a poll could be taken of clubs that now have, or have had, darkrooms, I think the vote would be about 95 per cent against the idea.

Many camera fans sufficiently excited about photography to belong to a club have their own darkrooms, which they much prefer to a club darkroom. There is always one Sloppy Joe to leave the place in a mess for someone else to clean up. Tanks are mysteriously broken, equipment unaccountably disappears sometimes. And you have to schedule the hours for using the darkroom, or a few self-centered characters will monopolize it.

Once a week or once a month?

Here is something else to consider as the season opens. Are you having meetings too often? Weekly meetings are fine, if they please the majority and you don't have a lot of trouble getting speakers and judges for these frequent sessions. Most camera-club members have a good many other interests, and some families complain that Dad is always off at a club meeting or another committee meeting.

(*Continued on page 96*)



GORDON KUSTER, Sr., Director of Photography for the COLUMBUS DISPATCH, says, *"I've learned from experience that my Heiland flash gun is trustworthy under all conditions. It's Heiland for me!"*

FLOYD McCALL, Executive Head of the Photographic Department of the DENVER POST, says, *"I've used the Strobonar V ever since it has been on the market, and it has made thousands of perfect flash pictures for me."*

In the news photography field—where there's seldom a second chance to get the picture—the overwhelming choice is Heiland. Over 5 out of 6 newspapers in the United States use Heiland flash equipment!

Press photographers have learned from long experience that Heiland units can be depended on for faithful performance in all circumstances—for trouble-free service year after year.

There's a Heiland flash unit to fit every camera, every purse. Stop in your photo dealer's soon and select the one that fits your needs best.

IN CONVENTIONAL FLASH

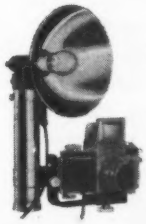
Three popular models from Heiland's complete line

PRESS MODEL S

The finest press synchronizer in the world! Features Heiland's Electromatic Coil for remote shutter tripping and split-second synchronization.

SYNCHRO-MITE

It's packed with extra-quality features! Highly polished reflector gives excellent results with midget bulbs. Gives years of dependable, trouble-free service.



SYNCHRO-CUSTOM

Professional quality at reasonable cost. Flex-focus reflector adjusts for proper light at any distance. Can be used off camera for better light control.

Heiland® H HONEYWELL A DIVISION OF MINNEAPOLIS HONEYWELL

130 EAST FIFTH AVENUE • DENVER 3, COLO.

You'll never miss picture opportunities when you use

MALLORY
Mercury
B-C Flash Cartridges

Two full years of dependable flashes

When you use a Mallory B-C Cartridge in your flash gun, there's never any doubt about whether or not you "caught" a picture opportunity on your negative. These uniquely dependable cartridges *always* fire the flash in exact synchronization. They put an end to the uncertainties of run-down batteries, which may still fire the bulb, but with a "lazy" flash that gives a weak negative or no picture at all.

These long life Mallory B-C Cartridges will last for two years of normal service . . . with plenty of power for thousands of sure-fire flashes. You'll get better pictures . . . with no more wasted film and bulbs.

Ask your dealer to show you these new flash cartridges. He has them in a variety of sizes to fit most flash guns. There's no need for conversion or extra wiring. Just slip one in your flash gun and you're set . . . for two years without replacement!

P. R. MALLORY & CO. Inc.
MALLORY
P. R. MALLORY & CO., Inc., BATTERY DIV., NORTH TARRYTOWN, N.Y.

THE CAMERA CLUBS

(*Continued from page 95*)

One of the happiest clubs I know of meets once a month, and it seldom has an uninteresting program. Many members have been in the club for some 15 years. They are all friendly. They don't give a hoot who wins top rating in contests. As for inter-club contests, they go into them just to be good sports, but there is no high-pressuring the members for prints and slides, "Come on, turn in some good stuff, we don't want to be down there among the dubs, 20th on the list." If they were 40th on the list they would just laugh.

They usually rate pretty well, however. In their casual, easy-going way, they manage to turn out some very good stuff. Since the burden of running the club is not great, they have little trouble getting each member to do his small share. They are among the few clubs that still keep up as much interest in black-and-white pictures as in color. I like color-shooting, too, but I do hate to see good print-making become a lost art.

Well, these are some matters for club leaders to consider, so that the coming year may be happy, friendly and successful. It is the tone, the atmosphere, of a camera club that keeps it going strong, not the struggle to be top dog or the novelty and daffiness of its projects.—THE END.

PHOTO CONTEST FOR ZEISS IKON OWNERS

Thirty-two valuable prizes are offered in a Photo Contest now being held by Carl Zeiss, Inc. for black-and-white photographs taken with postwar models of Zeiss Ikon cameras.

Each contestant may enter as many as six pictures, which will be judged on technical excellence and general interest by a panel consisting of Don Bennett, APSA, *PSA Journal;* Jacob Deschin, FPSA, *New York Times;* Kip Ross, *National Geographic Magazine;* and Dr. I. Schmidt, DDS, FPSA.

The first prize is a Contax IIIa with built-in exposure meter and f/1.5 Sonnar 50mm lens. Second prize is a Contax IIa with f/1.5 Sonnar 50mm lens. There will be two third prizes of a Contaflex II with built-in exposure meter; two fourth prizes of a Contaflex I; four fifth prizes of an Ikoflex IIa; four sixth prizes of an Ikoflex Ia; six first awards of merit of an Ikophoto exposure meter, and twelve second awards of an Ikoblitz 0 flash unit. Prizes will include Eveready case and will be delivered through Zeiss Ikon dealers.

The contest closes November 15th. Full information, including rules and entry form, may be obtained at Zeiss Ikon dealers or by writing Carl Zeiss, Inc., 485 Fifth Ave., New York 17, N. Y.

Westen's

ONLY 10% DOWN!

Every Item Advertised in Stock
BRAND NEW • Guaranteed Deliveries
America's Largest Supplier of Cameras and Photographic Equipment to Servicemen the World Over

ONLY 10% DOWN • GI's or Civilians Everywhere • ONLY 10% DOWN!

EXACTLY AS ADVERTISED! ***SEND YOUR EQUIPMENT FOR TRADE***

NEW STYLED 1955 COMPLETE GRAPHIC OUTFITS

1955 Models • Brand New • Listed are all items in each Graphic outfit
Size of camera and choice of lens determines price of complete outfit.

(That is, you get the complete Graphic outfit as listed to the right, and the price you pay is shown following the camera and lens you choose.)

NEW 1955 Graphic Rangefinder!

YOU'RE ALL SET FOR PICTURE TAKING

SIZE	LENS	COMPLETE OUTFIT PRICES SPEED GRAPHIC	CROWN GRAPHIC
2¼x3¼	f4.5 Ektar 4"*	$318.00	$285.00
	f3.7 Ektar 4⅛"	340.00	292.00
	f3.5 Zeiss Tessar 4⅛"	351.00	313.00
3¼x4¼	f4.7 Schneider Xenar 5"	336.00	290.00
	f4.7 Ektar 5" or Optar 5¼"	351.00	307.00
4x5	f6.8 Goerz Berlin Dagor 6"	329.00	285.00
	f4.7 Schneider Xenar 5"	336.00	290.00
	f4.7 Ektar 5"	351.00	307.00
Includes new Graphic Rangefinder, with Rangelite, new Optical Viewfinder, and new Coil Wire Frame Finder	f4.7 Optar 5¼"	351.00	307.00
	f4.5 Zeiss Tessar 5¼"	367.00	325.00
	f3.8 Schneider Xenar 5¼"	384.00	340.00
	f4.5 Ektar 6"	369.00	325.00
	f4.5 Zeiss Tessar 6"	378.00	334.00
	f3.5 Zeiss Tessar 6"	438.00	384.00

Complete 2¼ x 3¼ Century Graphic Outfits		
	f4.5 Graftar	219.00
	f4.5 Ektar 4"*	274.00
	f3.5 Zeiss Tessar	285.00

Outfits furnished with Ektalite Screens at no charge. *With 1/800 sec. flash supermatic shutter at $13.00 additional. All Zeiss lenses "T" coated. All Graphics with GRAFLOK backs. ALSO AVAILABLE—Speed and Crown Graphic boxes only.

HERE'S WHAT WE SEND YOU!

(All Items Are Brand New!)

- Camera you select
- Coated lens of your choice
- Synchro Shutter
- Coupled Rangefinder
- Complete 3 Cell Flash Gun
- 6 Cut Film Holders
- Roll Film Holder or Film Pack Adapter
- Sunshade
- Adapter Ring
- 4 Series VI Filters
- Deluxe Fitted Carrying Case
- Factory Guarantee
- Complete Instruction Book

GI ORDERS GET THE GREEN LIGHT AT WESTEN'S

LENSES

240mm f5.5 Schneider Tele-Xenar, press compur, flash synchronized	$ 99.00
360mm f5.5 Schneider Tele-Xenar, compur, flash synchronized	159.95
90mm f6.8 Leitmeyer Wide Angle, full synch shutter	29.95

ENLARGERS

4 x 5 Graflarger, complete with cold light head and stand	59.25
4 x 5 Omega D-3 Auto focus with Omegalite	197.50
4 x 5 Beseler Enlarger—16mm to 4 x 5 without changing condensers	189.75
2¼ x 3¼ B & J Condenser Enlarger with f4.5 lens	69.00

TRIPODS

Graphic All Metal Tripod with integral pan-tilt head	19.95
Star D Conquest Elevator Tripod	19.95
Deluxe Linhof Studio Tripod B-geared center post	79.95

STROBE FLASH UNITS

Graflex Strobe Flash I, pocket-size battery pack with batteries	104.90
Sun Lite "500" self contained, feather weight portable with batteries	57.45
Heiland Strobonar IV high-output pro-rechargeable wet cells	369.50
Heiland Strobonar VII compact, lightweight strobe, pocket pack w/batteries	71.90

GRAPHIC VIEW CAMERAS

4 x 5 Graphic View II, Graflok Back, case, pan-tilt head	168.50
Graphic View II complete w/8¼" f6.3 Zeiss Tessar M-X Compur 1/400	233.50

HIGHEST TRADES GIVEN © Copyright

Westen's
SANTA BARBARA, CALIFORNIA

• CHECK WITH ORDER SPEEDS DELIVERY •

GRAPHIC ACCESSORIES

30 foot cable release for remote control use	$19.50
Polaroid Back—picture in 60 seconds	83.50
4 x 5 Graflok Back—Modernize your Graphic	21.95
4 x 5 Lisco Cut Film Holders 6 for	19.95
Graphic 120 Roll film holder	21.95
Graphic Compact Carrying Case for 4 x 5	19.95
Book—"Graphic Graflex Photography"— A must for the Graphic owner	6.00

USE OUR CONVENIENT CREDIT TERMS • BUY NOW • PAY LATER

WESTENS, INC., 800 State St., Santa Barbara, Calif.

Please ship the following immediately_____

Enclosed is $_____ ☐ Down Payment ☐ Complete Payment

I prefer time payment plan ☐ 6 mos. ☐ 9 mos. ☐ 12 mos.

Name_____

Address_____

City or Town_____ Zone_____ State_____

YOU GET MORE FOR YOUR MONEY

with a GOSSEN®

Sixtomat X3

EXPOSURE METER with gold chain $29.95

The Sixtomat X3 is a modern, automatic light measuring instrument with an extremely wide sensitivity range without using baffles, booster cells and without the need for pressing buttons. In fact, it is completely self-contained, with no detachable parts . . . requires no accessories and no case.

Absolutely accurate in both dim and bright light, the Sixtomat X3 gives instant correct exposure readings under all conditions by **INCIDENT LIGHT** as well as by **REFLECTED LIGHT.**

And the Sixtomat X3 is more than an exposure meter. An ingenious, built-in Color Finder serves as a Color Temperature Indicator for color-correct transparencies and prints.

Other GOSSEN Meters: *Sold the World Over*

DUAL Sixon the popular all-around meter $17.50

Sixti the miniature meter that clips onto the camera to give built-in meter convenience $24.95

At your Photo Dealer or write to:

KLING PHOTO CORP.
235 Fourth Ave. • New York 3, N.Y.

MAKE BETTER NIGHT MOVIES (*Continued from page 93*)

USE THIS CHART FOR YOUR NIGHT MOVIE EXPOSURES

SUBJECT (16 fr. per sec.)	FILMS: Black and white — New high speed, ASA 200 or over	Black and white — High speed, ASA 100	Black and white — Regular black and white, ASA 40	Color — ASA 10
Well lighted city streets with neon signs	F/4	F/2.8	F/2	F/1.5
Close-ups of bright white signs, movie marquees	F/8	F/5.6	F/4	F/2.8
Close-ups of colored neon signs	F/5.6	F/4	F/2.8	F/2
Well lighted places such as used car lots	F/4	F/2.8	F/2	F/1.4
Close-ups of people underneath a movie marquee or in a used car lot	F/2.8	F/2	F/1.5	F/1.4
Well lighted store windows	F/2.8	F/2	F/1.5	
Close-ups of people a few feet away from a street-light	F/2	F/1.4		
Scenes in a park or in the country with a few street-lights only	F/1.4			

NEW PHOTO BOOKS

(*Continued from page 32*)

usual, covers aspects of the printing craft, from type design and lay-out to technical articles on electronic scanning methods for engravers, ink and paper, type on film, and similar topics.

For the photographer or the art director, however, the appeal of *Penrose* is still in the wonderful collection of plates, samples of some of the finest printing in the world.

—GEORGE B. WRIGHT

THE CURIOUS KITTENS, story & illustrations by Peggy Louise Irwin. 45 pgs. A. A. Wyn, Inc., New York. Price $2.50.

Kooblah & Annah, the author's pet Siamese, more cats than kittens, stalk through 27 photographs . . . sleepy, angry, hungry, sullen, watchful, but never . . . well, hardly ever . . . curious.

The brief story appears to have been fabricated purely as a framework for the illustrations, and as such fails to be interesting in itself. Such obscurities as "people naps for cats" are likely to be lost on the "read-it-again" audience for whom the book is intended.

Mrs. Irwin apparently sees in Kooblah and Annah a kittenish, fascinating personality which has not been captured by her camera. The photographs are monotonously similar, poorly reproduced and somehow lacking that charm which we associate with the better juvenile picture books.

Nevertheless, young listeners may find enough interest through identification with pets of their own to sustain through several readings. *The Curious Kittens,* and perhaps Mrs. Irwin, too, are not quite curious enough.

—MARJORIE THOMPSON

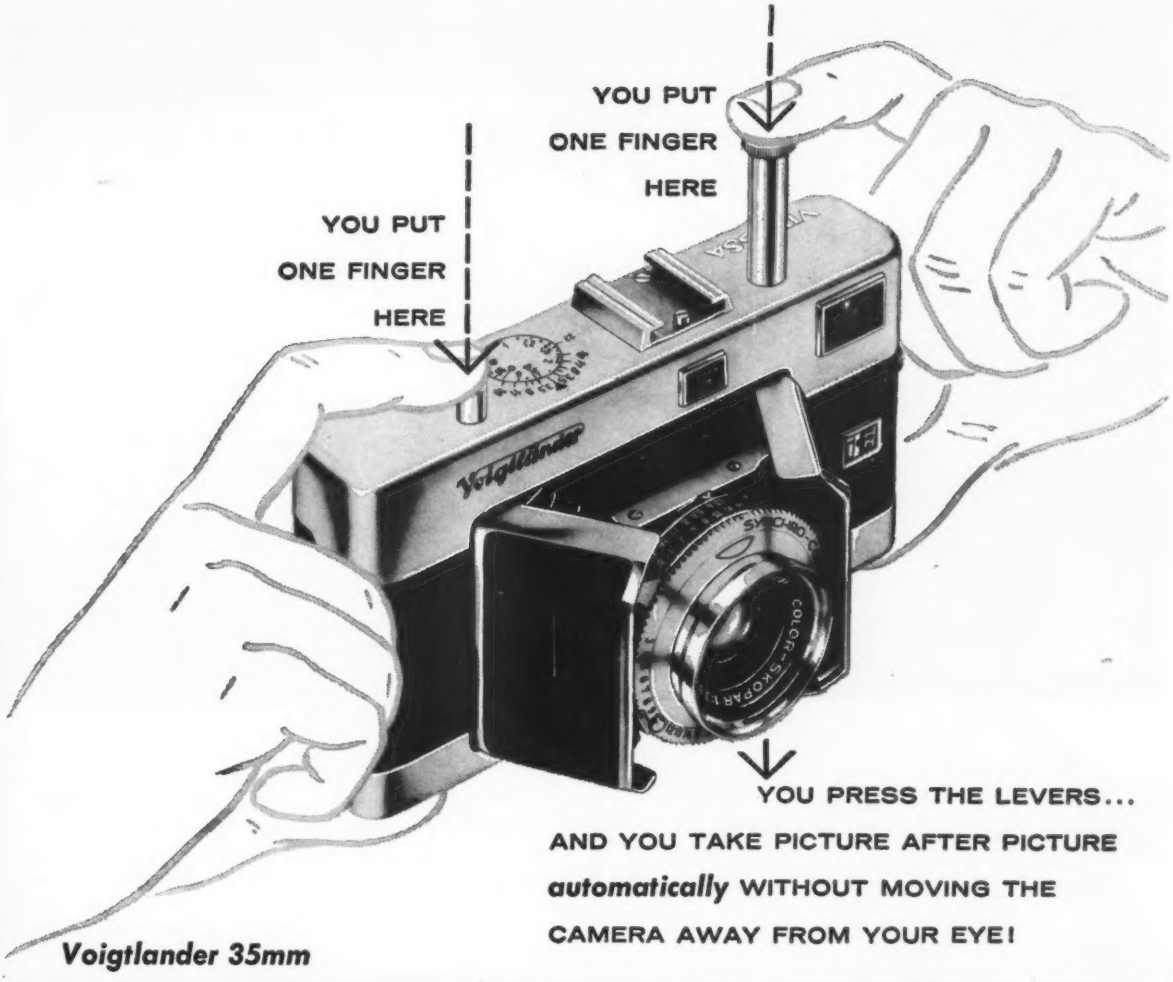
PRACTICAL PHOTOGRAPHY, by B. K. Johnson, 146 pages, many drawings. Longmans, Green and Co., New York. Price $2.40.

This brief book is a survey of almost the whole field of still photography, including microfilm, stereo, photomicrography and color. Crowding so much into so few pages (and pocket-sized ones, at that) results in pretty stiff reading for the beginning photographer to whom this book is directed. A knowledge of some science (or scientific terms) is also assumed.

This will be helpful to a college student who needs a brief, comprehensive survey of photography to aid him in research work, or to someone who knows photography and wants a competent technical review.

—GEORGE B. WRIGHT

These and other books are available through MODERN PHOTOGRAPHY Book Store; see advertisement on page 109.



Voigtlander 35mm

VITESSA automatic

You press one lever and the picture is taken. You press the other lever, and the film is transported, the exposure counted, the shutter set, the double-exposure-prevention locked in place — and you're ready for the next shot. What could be simpler, easier than that? In addition to this fine Voigtlander feature, you get a high precision Voigtlander lens; synchronized Compur M-X shutter; automatic parallax compensation; coupled rangefinder; far and near "zone" focusing; removable back for easy loading. Closed doors protect lens when not in use. You can take up to 36 pictures, in color or black-and-white, in less than one minute.

***With Voigtlander Color-Skopar f/3.5 lens; coated, color-corrected; distinguished for corner-to-corner sharpness.....* 99.50**

Voigtlander . . . Pioneer manufacturer of high precision cameras and lenses. Established 200 years ago, and leading the way ever since.

Voigtländer
VOIGTLANDER
because the lens is so good

WILLOUGHBYS 110 WEST 32ND ST., NEW YORK 1, N. Y.

MODERN PHOTOGRAPHY'S MONTHLY CONTEST

FIRST PRIZE $25

SECOND PRIZE $15

THIRD PRIZES $10

◁ **SECOND PRIZE $15.** Sunshine through window backlighted young son of David Trooper, Wanamassa, N. J., and gave airy quality to scene. Trooper made several exposures with Rolleiflex, f/3.5 and 1/25 second.

THIRD PRIZE $10. Here center of interest is evenly distributed left and right. Each woman's expression is equally interesting. They fill most of the picture; the observer is not distracted by intervening details. May Mirin, New York, N. Y., used a Rolleiflex, Super-XX film, f/4 and 1/5 sec. ▷

"I tried it myself"

THIRD PRIZE $10. Encouraged by his father, eleven-year-old Robert Zeisloft, Scott Air Force Base, Ill., shot first roll of film. He wanted silhouette, waited until it looked just right in the viewfinder of his Dover camera.

"DEAD CENTER"—an ailment of old autos that stalled and won't start—is often a picture ailment, too. When the main point of interest is directly centered, the picture can become static: an interesting action or a particularly good expression is likely to fall flat. However, careful subject "framing" (preferably in the viewfinder or ground glass before making the exposure, or by cropping in the darkroom) will liven your pictures. The baby, *opp.*, and soccer game, *left*, are far more natural and interesting scenes *visually* than if the main subjects had been centered.

Of course, there is the exception that tests the rule, too: a burro, photographed head-on, *at the right*. Ears and round stomach protrude evenly on either side, making an almost perfect right angle to the vertical line of nose and forelegs. The effect? *That* "mule" won't move for three weeks! By centering the subject, mulishness and immobility have been successfully suggested.

"I Tried it Myself" is a monthly contest for black-and-white prints. Anyone may submit any number of pictures, but they should be 4 x 5 or larger. Your name, address and all technical data must appear on the back of each print. Please enclose a *stamped (first class postage), self-addressed envelope* if you want us to return prints we cannot use. All entries are considered for use elsewhere in the magazine. Send them to the Columns Editor, MODERN PHOTOGRAPHY, 33 W. 60, New York 23, N. Y.

◁ **$25 FIRST PRIZE.** A good picture is worth waiting for, according to Cpl. Kenneth Josephson, APO New York, who waited until soccer-playing boys were in a position that looked like a dance step. (Note dancing figures on posters.) Rolleiflex, Plus-X, f/5.6 and 1/250 in late afternoon sun.

THIRD PRIZE $10. Holding a pose is easy for Mexican burro. Georges Vinaver, New York, N. Y., found balkishness handy, tested many angles on ground glass of Rolleiflex, selected this. F/4.5 and 1/100 second.

PROFESSIONAL
TWO-WAY
PHOTO ELECTRIC
EXPOSURE
METER

Prize
PHOTO ELECTRIC EXPOSURE METER

Featuring the most modern advances in exposure meter design, the "PRIZE" is really a *prize* meter! Does double duty for direct reading or incident light reading (for all ASA film speeds) —whatever your requirement. Easier to set, fastest to read... the "PRIZE" reads directly, and accurately! Precision calibrated, super-sensitive photo electric cell, for pinpoint exposure accuracy ... every time.

Imported from West Germany.

ONLY
$12.95

complete with deluxe leather case, designed to permit readings without removing meter from case.
At your dealer, or write for Free Circular PMP

ALLIED IMPEX CORP
17 West 17th St., New York, N.Y.
Eastern Distributor:
INTERSTATE PHOTO SUPPLY, New York 11, N. Y.

What's Ahead?

by LLOYD E. VARDEN

The semantics of photographic terms

At the risk of boring my readers, I should like to depart from my usual practical discussions of future materials or techniques and write about the "language" of photography. Personally I do not like a *purely* academic approach to any subject, but I have to agree with academicists that there is always a time when the logical foundations behind the words one uses in talking or writing about his field of interest must be examined critically. If this is not done, everyone within a field will accept words or terms which arise, and which are temporarily understood in particular contexts, and unintentionally force them into the language of the subject by mere repetition, without realizing the tremendous meaning-barriers that a novice must overcome before true learning of the subject becomes possible. In a rapidly expanding field, such as photography, even a specialist can become uncertain as to exactly what is meant when a particular word is used out of the context in which he learned it.

Semantics is a rather ancient human endeavor. In the sense that I am using the word here, it has to do with the study of "meaning" or "changes of meaning". In modern logic it has to do with a broader, i.e., a more fundamental, study concerned with the relations between "signs" and what they denote. Let's stick to the "meaning" part of semantics. By this is implied the relevant information transferred to you as an individual when you see or hear a word. Your perceptual reaction to a word may be zero (no transfer of relevant information); positive (a transfer of intended information to one degree or another); negative (a transfer of erroneous information); confused (a multiple transfer of information, resulting in uncertainty).

A few examples of semantic difficulty in photography

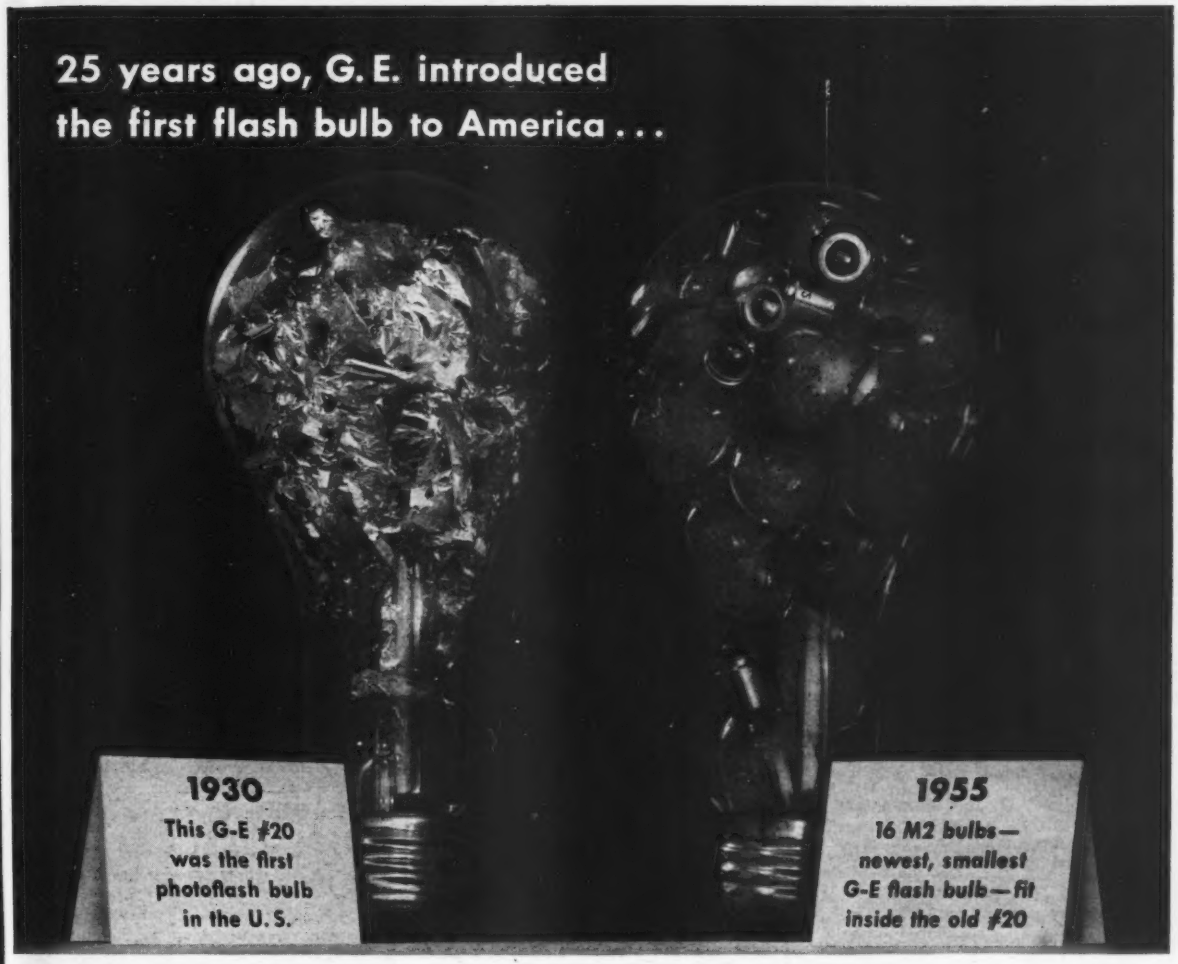
I recall very vividly a brief conversation that took place a number of years ago between a young married woman and a clerk behind the counter of Smith and Butterfield Co. in Evansville, Indiana, that gives me a good starting point for discussing the semantics of photographic words. The young lady interrupted my conversation with the clerk to ask for a roll of film. "Do you want Verichrome or the new *pan* film?," inquired the clerk.

"I want Verichrome," replied the young lady, "because it's for my box camera. I really didn't know there was a special *pan* film."

The clerk recognized this expression of ignorance as a perfect opportunity for giving his sales pitch on the higher priced *pan* film. In doing so, it never dawned upon him that his serious female customer was completely perplexed by what he thought was a "simple explanation". Well (if you will forgive me for being trite), to make a long story short, it eventually came out that the young lady's husband was an avid 16mm motion picture enthusiast who had long since drummed home the meaning of the word "pan" to his wife. When she came into the store she was conditioned to have a single, fixed perceptual reaction to the word *pan*, as it applied to photography. The clerk, even though he would have known *her* meaning of the word under different circumstances, was thinking in terms of another meaning of it. It took about 15 minutes to get two intelligent people's understanding of the three letter word "pan" coordinated. Undoubtedly similar events occur frequently even today. (Incidentally, the clerk involved in this semantic complexity is now in charge of the Color Products Sales Department of Ansco, namely, Mr. Winston Schlag. We have often used this real-life story in support of arguments for less confusing photographic terminology.)

Now you might be inclined to brush off such an incident as insignificant, justifying your attitude in the consoling thought that such a situation could never happen wherever you are involved, since you feel "hep" to the meanings of all ordinary terms of photography, in all their variations. If this is true, you are indeed lucky. But what about the poor uninitiated bloke who wants to have at least a correct speaking knowledge of photography, who finds such a knowledge next to impossible to acquire, simply because photographers themselves are far from consistent? Or, what about experienced and astute photographers—and also photographic scientists—who unhappily resort to so-called commonly understood terms when addressing photographers, generally out of fear that their more precise or qualified expressions will be misunderstood? Permit me to say, without further elaboration, that the common language of photography is inadequate, and that to have a real means for accurate com-

(*Continued on page 104*)



Now! General Electric revolutionizes flash photography once again with the new vest-pocket flash bulb!

IN 1930, General Electric brought America the photo lamp. In 1939, G-E introduced the No. 5 midget bulb. Now, celebrating our Silver Anniversary of photoflash, General Electric climaxes 25 years of progress with the G-E M2—the bulb that puts flash photography within everybody's reach!

New General Electric M2's are so tiny you can keep them ready by the handful—so you won't miss a single memory-making shot this summer. Only 9¢ each, they save you 3¢ a shot, up to 36¢ a roll.

M2's get results as good *or better* than bigger bulbs, according to reports from flash users in a recent independent test. New foil and oxygen combination gives giant flash.

M2's are recommended for most of your shots, particularly closeups and pictures of people. No hot spots. Great for color. Outdoors, M2's soften harsh shadows.

Try G-E M2's and save 3¢ a shot

Only 9¢ each in pocket-size pack of 12 bulbs

Based on manufacturer's suggested prices

Progress Is Our Most Important Product

GENERAL ELECTRIC

America's most versatile...

ARROW-VIEW

Transparency Viewer

AMERICA'S HANDIEST

Self Illuminating BATTERY VIEWER

- Modern in design ... color ... styling
- Equipped with LARGEST TELESCOPING LENS in a hand held self illuminating viewer
- Viewing Slot accommodates All 2x2 (35 mm) Slides
- Packaged in attractive 3-color box.

Adjustable Magnification

Easy Accessibility

$5.95

Complete with Batteries & Bulb

COMPACT-O-LITES

Folds In Half.

Priced from $6.75 to $17.95

Send for Circular Describing Entire Line of Photo Products Manufactured.

ARROW METAL PRODUCTS CO.

108 N. JEFFERSON ST. CHICAGO, ILL.

WHAT'S AHEAD

(*Continued from page 102*)

munication in the field we have to place more emphasis on semantics. You don't agree? Then how about the following:

1.) Are the terms *granularity* and *graininess* synonymous? They are frequently used interchangeably, but are quite distinct.

2.) Does negative *gamma* mean the same as negative *contrast?* Often said to be; but there is no definite correlation.

3.) Is a *photomicrograph* the same as a *microphotograph,* except in the manner of expression? Answer—no!

4.) Does *Polaroid* mean a type of *filter?* Definitely not!

5.) If you have a lens on your camera known to have a much better than average optical *resolution,* are you assured of better than average picture *sharpness?* You tell me!

What can photographers do?

These few examples are the bread-and-butter type which every photographer should know the answers to. Nevertheless, before submitting this column to the Editors of Modern Photography, I asked the opinions of five photographer friends on these examples and the average of correct explanations for the group was less than 50%.

This, to me, means but one thing. The words used in photography do not have a common meaning among its practitioners. Now I know that any number of explanations can be given in an attempt to rationalize such a situation, but mere rationalizing of an existing, undesirable state of affairs is not a corrective measure. What I propose instead is that every photographer begin to inquire into the semantics of photographic terms, and resolve not to use our language without understanding. The thoughtful cooperation of all photographers in improving the unity of our communication system is bound to make the bell of progress ring more often.—THE END.

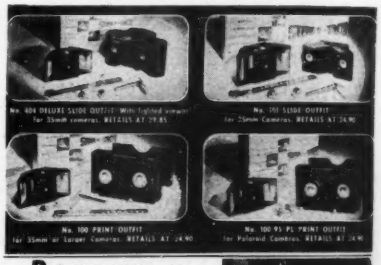
Convert Your Camera to 3-DIMENSION

ALL YOU NEED IS A STEREO-TACH OUTFIT!

FOR $29.85 OR LESS an amazing *Stereo-Tach* outfit will convert your standard camera to 3-D! No camera should be without this accessory that captures the depth and detail, the vivid colors and beauty of life itself! Nothing new to learn, no complicated transposing. Make your standard camera a STEREO camera now! See your dealer or write manufacturer.

advertising displays, inc.

419-m pike street, covington, ky.



Become a PROFESSIONAL PHOTOGRAPHER

- You can learn photography best under top-notch teachers. Franklin Technical Institute's faculty are successful professionals. They teach you from the wealth of their own experience. Intensive one-year course in portrait, industrial, commercial photography.

YOU PRACTICE ON THE FINEST EQUIPMENT

Guided by these outstanding men you handle *daily:* Deardorff, Graphic and other cameras; latest enlargers; 2 to 24" Bausch & Lomb and other fine lenses; light meters, etc. You study cameras, lenses, films; lighting, composition; retouching, finishing, mounting. Also science courses, business law. Limited registration. Coeducational. High school or equivalent required. *Write for free catalogue.*

FRANKLIN TECHNICAL INSTITUTE

Founded by bequest of Benjamin Franklin

49 Berkeley Street, Boston 16, Mass.

FOR THE FINEST COLOR PROCESSING PRINTING

EKTACHROME, ANSCO & ANSCOCHROME PROCESSING

DIE-TRANSFER COLOR PRINTS

ATKINSON COLOR PRINT SERVICE

Write for Prices or Send Film

7273 Santa Monica Blvd.

HOllywood 4-7531

Hollywood 46, Calif. Dept. M

FOR THE BEST "BUY" OR TRADE

see or write Bass

QUALITY CAMERAS SINCE 1910

Bass CAMERA CO.

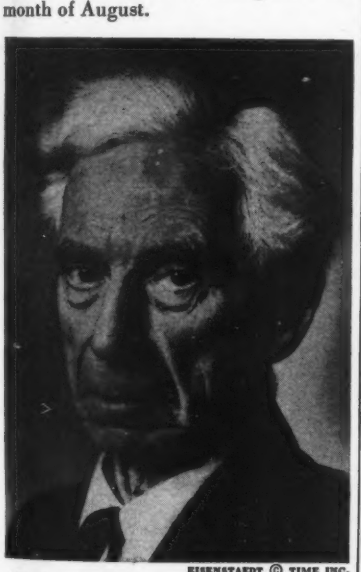
179 W. MADISON ST., CHICAGO 2, ILL.

EISENSTAEDT: A LENS SEES HISTORY

A great photo journalist holds an important retrospective show. It may be coming to your own city or town in the near future.

How can one select from a million negatives made by one man over a 25-year career, and come up with a representative show? One solution—an exhibition of the work of Alfred Eisenstaedt—will be seen in many cities across the country in the next few years.

The problem of selecting a group which includes the wide range of his work has been solved remarkably well. The original selection was made by Minor White, for an exhibit at George Eastman House in Rochester, N. Y., and this group has been pared down for a traveling show which was open to the public for two weeks in New York and will be seen next at the Berkshire Museum, Pittsfield, Mass., during the whole month of August.



EISENSTAEDT © TIME INC.

Bertrand Russell—vital and present.

From there, it will go to the Wadsworth Atheneum, Hartford, Conn., Sept. 9 through October 2; to The Institute of Contemporary Design, Boston, Oct. 10 through 25; to the University of Maine at Orono, in November; and in December will be at the Philadelphia Museum School.

Next year, it will open on January 13 at the Portland, Oregon, Art Museum; to the Museum of Fine Arts, Richmond, Virginia, from March 30 to April 22; Ohio University at Athens, May 10 to 24; and later in the year, at several other cities, including Colorado Springs, Louisville, Ky., and Minneapolis.

(*Continued on page 106*)

QUALITY COLOR PRINTS

24 HOUR SERVICE — 2¼ x 3¼ — 20c each

3¼x4 — 37c ea. | 4x5 — 45c ea. | 5x7 — 75c ea.

24 HOUR SERVICE — 8 x 10 — 1.50 each

COLOR FILM DEVELOPING 620—120—35mm ANSCO COLOR, EKTACHROME ANSCOCHROME per roll 75c

KODACOLOR PRINTS 3X–.27 ea. 5X–1.25 ea. 8X–3.25 ea.

COLOR SLIDE DUPLICATES 5 for $1.—12 for $2.

MODEL FILM LABORATORY DEPT. M 78 W. 47th St. New York 36, N. Y.

WESTERN UNDERSELLS THE DISCOUNT HOUSE!!

GUARANTEE . . . If not delighted with any purchase from Western, just pack it up and we will refund your money, plus transportation both ways.

10% DOWN! 30 Day Free Trial • 2 Year Guarantee • Highest Trade Ins • Old Equipment Can Be Used as Down Payment — SAVE UP TO 50%

USE WESTERN'S TIME PAYMENT PLAN — SEND 10% WITH ORDER

DEMONSTRATORS — LIKE NEW CAMERAS — LENSES, PROJECTORS

35mm CAMERAS

Contax II f2 Sonnar.....$ 83.50
Contax IIA f2 Sonnar.... 165.00
Canon IVS2 f1.8 Serenar 143.00
Nikon f1.4 Nikkor..... 167.00
Praktica FX f2.8 ..... 42.00
Praktica FX f2 Biotar Preset 83.00
Auto Pentacon f2.8 Westanar Auto 118.00
Exakta VX f2.8 Tessar.. 149.00
Exakta VX f1.9 Xenon Auto 196.00
Exakta VX f2 Biotar Preset 158.50
Argus C3 Case & Flash.. 31.50
Argus C4 f2.8..... 46.00
Bolsey B2 f3.2..... 24.50
Kodak 35 RF f3.5..... 29.00
Retina IIA f2 Xenon.... 72.00
Signet f3.5 Ektar..... 44.00
Mercury II f2.7 Triotar. 19.00
Voigt Vito II f3.5 NEW 45.50
Kodak Stereo f3.5..... 93.50
Stereo Realist f3.5..... 73.50
Kodak Brownie f2.7..... 22.00
Bolex H8 Leader f1.9 Turret 144.00

MOVIE EQUIPMENT

Revere 88 f2.5.....$ 32.00
Revere 80 f2.5..... 44.50
Revere 44 f1.9 Mag. Turret 93.50
Pathe Super 16 f1.9 Turret 225.00
Bolex H16 Leader f1.9 Turret 148.50
B&H 253 Monterey 500W.. 55.00
DeJur 750W 84.00
Kodak Brownie 300W..... 39.00
Revere 85 500W..... 38.50
Revere 90 750W..... 67.00

Slide Projectors

Argus PB 300 Case..... 27.00
Goide Manumatic 300W 26.50
TDC Mainliner 300W Semimatic 30.50
TDC Model D 300W Semi-matic 36.50
Brumberger 300W Auto Changer 27.50
Ricoflex VI f3.5..... 21.50
Rollicord IV f3.5 Xenar MX 74.00
Auto Rollei f3.5 Xenar MX 118.00

MISCELLANEOUS CAMERAS

Auto Rollei f3.5 Tessar MX 132.00
Kodak Medalist I f3.5 Ektar 86.00
Kodak Medalist II f3.5 Ektar 112.00
Polaroid Land..... 41.50
Polaroid Highlander..... 42.00
2¼x3¼ Ann. Graphic f4.5 R.F. 82.50
4x5 Ann. Graphic f4.5 R.F. 96.50

Popular Lenses & Accessories

28mm f3.5 Angenieux.... 74.00
35mm f2.5 Angenieux.... 57.00
35mm f3.5 Summaron.... 57.00
40mm f3.5 Casseron..... 31.00
58mm f2 Biotar Preset.... 64.00
135mm f4.5 Nektor..... 57.00
135mm f3.5 Nikkor..... 84.00
135mm f4 Sonnar..... 67.00
135mm f3.5 Tele Colinar Preset 42.00
Leitz Focaslide..... 22.50
Leitz B.C. Flashgun..... 17.50
Leitz Imarect Finder..... 23.00

NEW! NOT AERO EKTACHROME NEW!

35mm EKTACHROME!

35MM 20 EXP.	36 EXP.	BULK FILM*
1 Roll 1.49	1 Roll 2.25	28 ft. $11.25
4 Rolls 5.49	3 Rolls 6.29	100 ft. $37.50

FREE—10 cartridges per ea. 25 ft. of bulk

MIRACLE ANSCOCHROME A.S.A.32

Stops Fast Action! Accurate Color! Tremendous Depth of Field!

Frame Numbered—Daylight or Tungsten
20 Exp.—1 Roll 1.37—4 Rolls 4.99
36 Exp.—1 Roll 2.10—3 Rolls 5.49
BULK FILM 50 ft. $15.95—100 ft. $34.50
20 free Carts. ea. 50 ft.

DEVELOP YOUR OWN EKTACHROME

Kit E1—Develops 6 rolls 120/620.....$1.05
Kit E2—1 pt. develops 6 rolls, 20 exp. 35mm.....$1.80
Kit E2—½ gal. develops 24 rolls, 20 exp. 35mm....$4.80

Kodak's HI-SPEED TRI-X
A Miracle in Black & White

35mm 20 Exp.....6 for 2.15.....10 for 3.19
35mm 36 Exp.....4 for 1.99.....7 for 3.15
Bulk Film.....50 ft. 2.45.....100 ft. 3.99

35mm SPECIAL SALE 35mm
FACTORY FRESH ANSCO 535

20 EXP.—1956 DATE—FRAME NUMBERED
4 Rolls $3.75—7 Rolls $5.99—10 Rolls $8.25

28 ft. ANSCO FACTORY SEALED CANS
Tongued, Frame-Numbered—1956 Date
1 Can $6.75—3 Cans $18.29—5 Cans $27.95
8 Free Cartridges & 8 Mailing Bags with ea. can

WE DO NOT SELL OUTDATED OR WAR SURPLUS FILM. ALL OUR FILM IS GUARANTEED FACTORY FRESH AND DIRECT FROM KODAK OR ANSCO. ENCLOSE 20c FOR POSTAGE. *RELOADS.

LOWEST PRICE WEST OF THE ROCKIES!
World Famous EDIXA!
With Automatic Rapid Film Transport!

BRAND NEW $39.95 with Flash Gun

- Coupled Rangefinder
- Color Corrected f:2.8 Lens
- Pronto Shutter to 1/200 sec.
- Built-In Flash Synch
- Self-Cocking Shutter
- Double Exposure Prevention
- Built-In Self Timer
- Custom Finished, Black Morocco & Chrome

Blue Velvet Lined Cowhide Case Special..... $5.95

35mm KODACHROME
Sealed factory carts. 20 Exp.—1956 Dated
4 Rolls 7.39 | 7 Rolls 12.25

35mm BULK ANSCOCHROME
LOAD YOUR OWN!
For only $8.95 we give you
- 35mm Daylight Bulk Film Loader
- 28 ft. 1956 Anscochrome (notched and numbered)
- 8 Cartridges and Mailing Bags

So Quick So Easy So Economical!

35mm BULK FILM LOADER

With 10 Empty Cartridges 4.95

with 100 ft. fresh safety film 1956 Kodak Plus X or XX $ 8.35
with 28 ft. Ansco 535, 8 Free Carts 10.95
with 28 ft. New Ektachrome E2, 8 Free Carts..... 15.49
with 100 ft. Kodak Tri-X, 10 Free Carts..... 8.65
50 ft. Anscochrome, 18 Free Carts..... 20.50
100 ft. Anscochrome, 35 Free Carts..... 38.95
100 ft. Kodachrome, 35 Free Carts..... 39.50

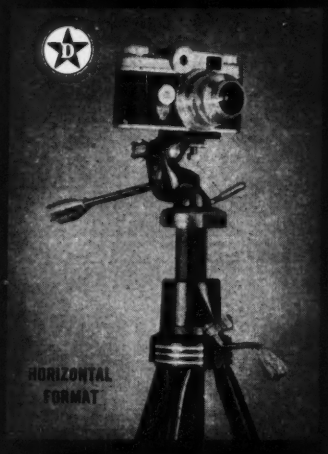
35mm EASTMAN KODAK 1956 Dated
Plus X or Plus XX—20 Exp. 6 for $1.79—10 for $2.75
Plus X or Plus XX—36 Exp. 4 for $1.97— 8 for $3.50
Bulk Film—100 ft.—Plus X or Plus XX $3.75*

WESTERN PHOTO SALES BOX 46025, DEPT. M, COLE BR., HOLLYWOOD 46, CALIFORNIA

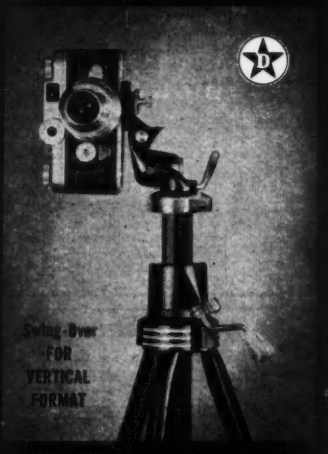
Swing-Over to Star-D

for the most exciting new idea in tripods!

NOW STAR-D HAS EVERYTHING FOR EVEN GREATER PICTURE PLEASURE



The new Star-D COMET elevating tripod shown in two positions—



HITCH YOUR CAMERA TO A STAR

Truly the World's Most Versatile Tripod

In no other tripod, regardless of price, can be found so many features combined in one instrument.

TRY IT AND YOU'LL BUY IT

LIFETIME GUARANTEED

DAVIDSON MANUFACTURING CO.
2223 Ramona Blvd., West Covina, California

EISENSTAEDT

(*Continued from page 105*)

When you see the show, you may be amazed that so many of the memorable photographs which you remember from the pages of *Life* all came from one man's camera. Eisenstaedt has long had the reputation of never refusing an assignment—and never returning from one without a group of interesting pictures.

The show goes back to 1929 and covers the period when he was the star photoreporter for the Associated Press in Berlin before he came to this country and before he joined the staff of *Life* as one of their first group of full-time photographers. As a result, the group of pictures on display spans a great many of the most important and exciting events of the last 25 years.

Almost everything which will go into the history books during that period was reflected in his viewfinder. In fact, if there is any minor criticism of the way the show is put together, it is that the present selection emphasizes the pictures of persons and events which made the headlines at the cost of omitting photographs of less exciting subjects.

Pace-maker and style setter

The public will see these photographs in terms of the events recorded, but the photographer will admire them for their mastery of the medium. Eisenstaedt has been a pioneer in candid and unposed work with the 35mm camera and in forming the techniques of the picture story—methods which are now so accepted that they seem to have existed "from the beginning." If a young photographer were to go through the small mountain of old *Life* magazines and look at nothing but Eisenstaedt stories, he would have had a course in photographic "seeing" worth more than a textbook.

In this show, one can see his use of the significant detail to tell a whole story by implication, his sense of pattern and design, his skillful choice of viewpoint and angle, his use of both available and artificial light to point up a picture.

Personalities have always lived in Eisenstaedt's work. Not only the famous ones, but the common people before his lens—momentarily newsworthy or even as incidental figures—have been recorded as real people with character and intrinsic interest. He has developed an uncommon ability to see immediately the aspect of a human being which makes him distinctive and real.

A few of his series of British personalities are included (*see illustration, page 105*) in this show, but all of his people are equally vital and present in his work.

The show could have been called, "This is photojournalism today."

—GEORGE B. WRIGHT

GRALAB ALL PURPOSE DARKROOM TIMER MODEL No. 168

Accurate in Seconds and Minutes

Now you can have all these great features in *one* timer.

- Giant 8" Luminous dial
- Range from 1 second to 60 minutes, in seconds

SECONDS for automatic enlarger switching control

MINUTES for film processing

- Automatic Buzzer Alarm
- Electric Clock Motor for accuracy
- Ideal for color film

See It At Your Photo Dealers' Today!

DIMCO-GRAY COMPANY
DAYTON, OHIO

FOTO FANS THE WORLD OVER USE
FEDCO
MADE IN U.S.A.
TANKS & DRYERS
FEDCO PRODUCTS • NEW YORK 7, N. Y.

CREATIVE PHOTOGRAPHY

Not a "school". A different KIND of teaching—"well known for....students....becoming famous professionals and amateurs." 36th year. Write for booklet M-15.

RABINOVITCH PHOTOGRAPHY WORKSHOP
40 W. 56 New York 19

UNDER $50 CAMERAS

(*Continued from page 50*)

how to get the best results with your inexpensive 35mm camera.

Tips on focusing

You don't have to be a human yardstick if you're working without a rangefinder. 1. Learn to estimate distances such as 6, 10, 15 and 20 feet approximately. 2. Always stop down as much as possible. This gives you a considerable

HAROLD FEINSTEIN

Want to shoot a moving subject? Try zone focusing discussed on this page.

zone of sharpness and usually takes care of minor errors in guessing distance. 3. Try zone focusing (*see paragraph below*) when you're shooting moving objects and don't have time to keep changing the distance setting.

Zone focusing closeup

The idea here is to preset the distance marker so you have a broad zone of sharpness when shooting at a specific f/stop. Here's how to do it: 1. Decide how deep a band you want (for the children shown *here*, 6 to 20 feet). 2. Choose the smallest possible lens opening you can use with the shutter speed required for the subject (here, f/8 with a 1/200 sec. shutter speed, Argus A4 camera). 3. Now move your distance scale so the 6- and 20-foot markers fall on or in between the two f/8 markings on your depth-of-field scale. (At this point the distance marker on the Argus A4 read 8 feet.) 4. With the distance marker at this setting, or its equivalent with your camera, any subject within the 6- to 20-foot band will be in focus.

Distant shots and zone focusing

Suppose you want everything sharp from 15 or 20 feet to infinity? Can you apply the same system? Yes. However,

(*Continued on page 108*)

WESTON MASTER

the meter most photographers use!

Simplified WESTON DR Exposure Meter...

direct-reading and extremely compact — ideal for the casual shooter. Used with all cameras, all film, including color.

True rendition of all colors requires true, *on-the-dot* exposure every time. That's why it will pay you to invest in a Weston Exposure Meter for color shooting . . . where such a *small* difference in your settings can make such a *big* difference in results. Made by the world's leading builder of precision instruments, the Master will give you accurate exposure settings every time; using either the widely preferred reflected brightness method or the incident light method with the Invercone. Far quicker and simpler, too; for the exposure dial is clearly marked to give the same precise control of color shots as it does for black and white. At all camera stores.

WESTON *Exposure meters*

The versatile, 35-mm., single-lens reflex
RECTAFLEX SX
with the astonishing, new
Makro-Kilar lens will let you take...

WIDE-ANGLE

STANDARD and

Photos by George Barkowitz

CLOSE-UP PICTURES
without extension tubes, bellows or supplementary lenses
The Rectaflex SX will take all three types of pictures with the one lens – the Makro-Kilar. It will focus from infinity to 2 inches! It is the only camera offering this amazing versatility.

With the Rectaflex SX, you also get
- Incomparable single-lens, reflex optical system that gives you the exact picture you see on the ground glass
- Eye-level focusing on a brilliant ground glass even when shutter is not cocked
- Built-in split-image rangefinder on the ground glass for critical focusing
- Shutter speeds of 1 second to 1/1,300 second on one dial
- Built-in synchronization for flashbulbs and electronic flash
- Lens interchangeability
- Helical focusing lenses from 28 to 600 mm. in focal length (some with preset diaphragm mechanism)
- Jeweled shutter movement
- Cartridge-to-cartridge film feed
- Complete line of accessories

With the Rectaflex SX, you also get the only complete guarantee ever offered with a camera! No other camera offers you these guarantees:
- Unconditional 2-year guarantee on entire camera against any factory defects
- Complete and FREE reconditioning of camera once a year (except for parts if needed and postage)
- Unconditional guarantee on jeweled shutter movement for LIFE
- Owner field test at our expense when camera is purchased

Learn what you are missing in photography! See the Rectaflex SX today at better dealers everywhere! Write for the name of the nearest dealer and free booklet J6 containing more information.

RECTAFLEX SX
with Makro-Kilar E
(40-mm, f/3.5, focuses from infinity to 4 inches)...$364.95

RECTAFLEX SX
with Makro-Kilar D
(40-mm, f/3.5, focuses from infinity to 2 inches)...$389.95

OMIC-RECTAFLEX
202 West 40th St., New York 18, N. Y.

UNDER $50 CAMERAS

(*Continued from page 107*)

on many cameras like the Argus A4 this has already been worked out for you. A marking shows just where to set the distance scale for a similar zone.

Get the best from your lens

The difference between a three-element lens and those of four-, five-, and six-element construction shows up most clearly in 8 x 10 and 11 x 14 enlargements. So try these techniques for needle sharp pictures: 1. Stop down as much as possible. 2. If you have to shoot wide open, place your main subject in the center of the frame, away from corners. 3. Fill the negative frame as completely as possible so you enlarge almost the entire negative, rather than just a small portion such as a third or a fourth.

How to shoot in low light

1. Load up with a fast black-and-white film like Eastman Kodak's Tri-X or Ilford HP3. 2. For indoor use with normal development, rate these films the way many professionals do—as if they had an exposure index of 400. 3. To use a higher rating you *must* increase developing time. 4. For increased depth of field and sharper pictures stop an f/2.8 lens down to f/3.5 whenever possible.

A question of action

We've already discussed three ways to freeze motion. But if action is too fast for any of these methods why not shoot anyway and show motion by significant blur of part of the subject? Sometimes it's more effective than freezing a subject. To use this technique for moderate action just lower your shutter speed.

What about parallax?

Do you cut off the top of your subject's head when shooting close-up? If so, you're up against parallax—the difference between what your viewfinder shows and the lens "sees." It isn't exclusively a problem of the inexpensive 35. And fortunately there's an easy way out: merely place your subject a little further down in the viewfinder.

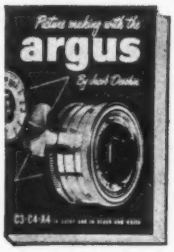
Using selective focus

Watch out for too much depth of field, especially if your 35mm camera has a 44 or 45mm lens. Whenever you want to keep the background "soft": 1. Focus on your subject. 2. Consult your depth of field scale (for the stop you'll be using) and make sure the background lies outside of the band of sharpness. 3. If it doesn't, move your distance setting till the background is definitely outside of the sharp zone on your depth-of-field scale.—CORA WRIGHT

Modern PHOTOGRAPHY'S Book Store

After a careful examination of current photographic books, Modern Photography recommends the following. If you want a title that is not shown, query us. Chances are we can get you any "in-print" photographic title you wish.

133



Picture Making With the Argus *by Jacob Deschin*
An informative and reliable book that tells in clear language how to obtain best results with these cameras. Special section on color. Chock full of swell pictures. **$3.00**

161 Photography Year Book 1955
Prized international photographs on handsome display. Best of the series to date. (Published in Great Britain.) Clothbound. **$5.95**

207 Lens Testing Chart
These charts were designed by the Editor of the British Magazine, Amateur Photographer. With a little testing anyone can determine exactly how good a lens really is and the maximum size to which negatives taken with that lens can be enlarged without noticeable loss of sharpness. Set of 15 charts and 25-page instruction manual. **$1.75**

112 Three Dimensional Projection *by E. E. Krause*
New stereo projection techniques, covered in step by step form with 3D illustrations. **$1.95**

45B ART & TECHNIQUE OF STEREO PHOTOGRAPHY *by Peter Gowland*

The master of the pin ups adds another dimension to his photography of women. Fully illustrated, with a series of Gowland's own transparencies for use in your viewer! A magnificent value. **$2.95**

81 100 Studies of the Figure, *Rawlings*
In compositional variety, photographic technique, and sheer beauty of subject matter and presentation, this book is the best of its kind we've ever seen. All of the pictures were made of a single model, and with very few exceptions only natural light was used both indoors and out. **$5.50**

17 Successful Color Photography *by Feininger* **$4.95**

57 Printing With Varigram *by M. Marx*
Explains difference between Varigam and other papers, how it works, and all procedures from simplest to the most complex. Has a complete chapter on toning. **$1.95**

102

Manual of the Airbrush *by J. C. Tobias*
Airbrushes have become increasingly useful to artists and to photographers for creative work and retouching. Each use of the instrument is explained fully, and explicit instructions given. Much of the book is devoted to retouching, and coloring photographs with the airbrush. **$3.50**

109 Home Movie Scripts, *Provisor*
Most can be filmed on 50 ft. of 8 mm or 100 ft. of 16mm. 44 ready made scripts. Big help to ambitious home movie fans. **$1.50**

43B HOW TO PHOTOGRAPH WOMEN *by Peter Gowland*

A new, revised, enlarged edition of one of the best selling photo books ever published. New, larger, more pictures, more text. Order it! **$2.95**

143 35mm Photography With an Exakta *by K. L. Allinson*
This famous single lens reflex discussed and fully described in all spheres of work. Includes general discussion on 35mm photography by a qualified expert. **$3.00**

PHOTO BOOK HEADQUARTERS
We carry a complete stock of photo books of all types—350 different titles, every in-print book in English on a photographic subject; on sale and display at our new showroom, hours 9-5. Closed Sat. (Phone: PLaza 7-3700.) **10th floor, 33 West 60th St., New York, N. Y.**

214 Filter Manual *by Carl Bakal*
Tells how to use filters for both black and white and color. The filter dictionary section alone lists over 200 subjects with specific recommendation for every effect desired. Answers every filter question. **$3.00**

378

Copying Technique *by G. B. Wright*
Complete directions for copying all kinds of originals, from blueprints to paintings. Characteristics of films for various purposes, how to light and figure exposures. The only complete source which answers all your questions. **$2.00**

10 Figure Studies *by Fritz Henle*

Unquestionable masterpieces magnificently reproduced, by one of America's best known photographers of the human form. With an introduction by Jacqueline Judge. **$3.95**

If coupon is clipped send order anyway to Modern's Book Store, 33 West 60th St., New York 23, N. Y.

103 Model Art
A collection of fine figure studies by Leaf, Samerjan, Bernard, etc. **$1.50**

6 Child Photography—The Modern Way— *by Joseph Schneider,*

one of the country's leading child photographers. Tells and shows in 208 pages and 275 illustrations and diagrams, all the tricks that get best pictures of little folks—tots to 'teen-agers. Gives priceless information on most effective use of flood, flash and speedlights for black and white, color. All one needs to know to take really fine pictures of children. **$4.95**

46 ACL Movie Book
A guide to making better movies, published by Amateur Cinema League. Every owner of a movie camera will want the expert advice given in this book. Reduced to **$3.00**

167 Where and How to Sell Your Pictures
A workaday bible for free lance photographers, including over 800 names, addresses and specifications from buyers of photographs; published by Modern Photography. *By Arvel W. Ahlers* **$1.95**

658 35mm Photography With A Praktiflex *by R. H. Bombach*
A camera with a remarkable range is given a thorough analysis by one of the best known specialists in this type of work. **$3.00**

670 The Female Figure *by W. Mortenson* **$1.00**

66 Contaflex Guide, *by W. D. Emanuel* **$1.75**

98 Exposure Meter Guide, *by C. M. Coles* **$1.95**

130 Your Tape Recorder, *by R. M. Marshall.*
An unbiased guide to enable you to select the right machine for your purpose and to use it with maximum efficiency. Includes magnetic recorders with specifications. First complete guide on the subject. **$4.95**

IMPORTANT NEW ARRIVALS

274 Photographic Measurements: Problems and Solutions *by G. T. McNeil.*
Technical statement of 100 basic problems involving application of measurements. **$5.00**

566

How to Take Better Pictures *by A. A. Goldsmith, Jr.*
One of the most inspired, instructive, and exciting beginner books published. A complete, well illustrated guide of basic instruction. **$2.75**

225 The Rollei Manual, 2nd Edition *by Alec Pearlman*
Contains full details of every Rollei right up to the latest Rolleicord V with Light Value Scale, and the Specialists' model 2.8C., together with associated equipment. Bigger and better than ever. 400 pp. Illustrated. **$7.95**

15 Kodachrome and Ektachrome, From All Angles, *by F. Bond*
This book has become the "bible" of color enthusiasts everywhere. It describes and illustrates what the color worker wants to know—in terms simple enough for the beginner, comprehensive enough for the more advanced. It covers EVERY phase of Kodachrome and Ektachrome photography, including new color films. New Edition. **$8.75**

534 Sensitometry *by Lobel and Dubois*

Two leading emulsion scientists explain the fundamentals, discuss the meaning of graphs, curves, and data sheets on film, plates and paper. Where industrial or other applied photography is done, the testing of photo materials makes this a must. An authoritative Focal press book. (F) **$5.00**

204 ***The Contax Way*** *by H. Freytag*
New, fifth edition, 1955 printing covering latest models. If you own a Contax you should have this book. Offers a wealth of useful and new information with diagrams, data, and photos. 269 pages, some in full color. A Focal Book. (F) **$4.50**

Modern PHOTOGRAPHY Book Store
33 West 60th, New York 23, N. Y. **Amount Encl. $_____**
In Canada: Visual Equipment Co., 5635 Clanranald Ave., Montreal, Quebec (add 10% for Canadian shipments)
Please send me postpaid the books whose numbers I have circled.

133	161	207	112	45B	81	17	57	102	109	43B
143	214	378	10	103	6	46	167	658	670	66
98	130	274	566	225	15	534	204			

Name_____
Address_____
City_____ State_____

9-55 ALL ORDERS ARE SHIPPED POSTPAID. No C.O.D.'s. Add 3% sales tax with orders for N. Y. City delivery; add 10% per title for delivery outside U.S.A., except APO's. Allow approximately 10 days for delivery. If not satisfied return books within 5 days to Modern Photography and money will be refunded.

Don't Be Fooled by Gimmicks!

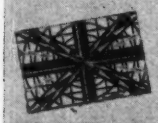
only Konica

If you're the kind of photo fan who buys carefully, to get the full measure of value out of every dollar spent... first compare KONICA before your next purchase. Some of the unique KONICA II features...

- you only use a single fingertip for focusing
- you only use one eyepiece for focusing and viewing
- you get more shutter speeds (9 speeds to 1/500 sec.)
- you get the fastest, finest lens in any camera under $100 (the famous f2.8 Hexanon)

all this, plus...

precision workmanship in every detail . . . a complete line of accessories, designed and manufactured by one of the world's oldest and largest manufacturers of top quality photo equipment.



For actual Hexanon Resolution Chart test results, as well as a catalog of the Konica line, write:

KONICA CAMERA CO., 76 W. Chelten Ave., Phila., Pa.
CANADA : McQueen Sales Co. VENEZUELA : C. A. Yazawa & Cia.

DEVELOP FILM ANYWHERE!

Don't wait till dark! With a daylight loading tank you can load, develop, fix film in bright light.

Why wait till your trip's over to see what you've got on your 35mm film? Why even wait till the end of the day when it's dark enough to bury yourself in a stuffy closet and load film into your tank? With a daylight loading tank (for standard 35mm cartridges) you can actually sit on the grass and do the whole loading-developing operation from A to Z.

Sound easy? Well, it is. All 35mm daylight loading tanks use the same loading principle. You work in any light you choose. Place the cartridge in a special slot, then fasten the end of the film to the reel. During these steps it's a good idea to shade the cartridge so light won't leak through the felt light traps. Finally, close the tank and wind film onto the reel. Loading's as simple as that. But you should read the manufacturer's direction sheet carefully for specific loading instructions.

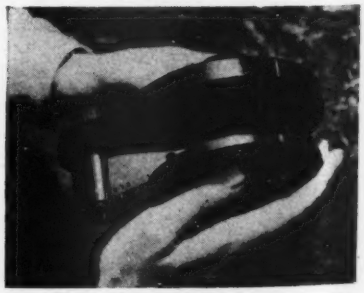
How about solutions? You probably won't have any ice cubes handy to cool hot developer. At best there'll be a lake or brook. So get one of several developers which can be used from 60F to at least 85F, like Clayton's P-60 Fine Grain developer, *shown here*. And make sure that solutions in all your bottles are the same temperature. This means if you put the developer bottle in a brook to cool you should set fixer and wash bottles beside it. Another point. Some photographers prefer to dilute developer and fixer before setting out on a short trip. It's entirely up to you. But if you like the idea, merely add extra bottles to the equipment shown. Now here are step by step instructions for using a daylight loading tank in an outdoor situation.

PHOTOS, TECHNICAL ASSISTANCE BY ARTHUR KRAMER

1. This is the equipment you'll need: a daylight loading tank, developer which can be used at temperatures up to at least 85F, fixer, wetting agent, glass graduate, a gallon bottle for water, an accurate thermometer, film clips and some ordinary push pins.

2. Take your pick of daylight loading tanks. Most of them are designed for 35mm film used in standard cartridges, however, there's also one just for 120-620 roll film sizes. Shown *above* is Eastman Kodak Company's special daylight loading tank for 35mm film.

3. Sometimes these tanks are a little trickier to load than ordinary tanks. So read the manufacturer's directions carefully, and try winding a practice film onto the reel at home. Here's how the Kodak 35mm tank looks when it's disassembled, just before loading.



4. When rewinding film in your camera make sure you leave a tab of film sticking out of the 35mm cartridge. You'll need it for loading. Place cartridge in proper tank slot, then fasten film end to the reel. Adjust the film end carefully to make absolutely sure the

film is on straight, and will go into the reel slots during winding. It pays to shade both cartridge and tank during these steps to prevent light streaks.

5. Now close the tank, following directions which come with the equipment for rendering it light tight. Start winding the film onto the reel and continue till you can't wind any more. On the Kodak tank *above* film is cut, and empty 35mm cartridge removed before you actually start developing.

6. At this point begin processing. Check your developer to see that it is within the manufacturer's recommended high-low temperature range. Pour developer rapidly and smoothly into the opening for solutions. Start timing as you pour.

7. Next take an accurate temperature reading (some tanks have built-in thermometers) and consult the manufacturer's developing chart for time and agitation instructions. Finish development and proceed to fix the roll in the same manner as you would with an ordinary closed tank. Check fixer temperature to make sure it is the same as you used for developing. This should be no problem if you've kept both solution bottles side by side.

(*Continued on page 112*)

You Get PICTORIAL QUALITY in RUSS Deluxe COLOR PRINTS AS LOW AS 20¢ for Full Size 2¼ x 3¼

RUSS PHOTO SERVICE is setting a new standard of quality and value. Thousands of discriminating customers are sending repeat orders regularly . . . and recommending us to their friends.

*RUSS-TONED PRINTS— For those who want a Soft-Toned, pictorial effect, we offer Russ-Toned prints, with an exclusive velvet finish. The pleasing matte surface permits retouching for special effects. Send us your film . . . we GUARANTEE every print.

Here's Real High Quality at Lowest Prices!

FULL SIZE 2¼ x 3¼ or 2¼ x 2¼ (CONTACT) 5 for $1.00
*RUSS-TONED add 15¢ ea.

3 x 4¼ 50¢ each 3 for $1.25 *RUSS-TONED add 15¢ ea.

4 x 5 60¢ each 2 for $1.00 *RUSS-TONED add 25¢ ea.

5 x 7 3 for $2.25 85¢ each *RUSS-TONED add 25¢ ea.

8 x 10 2 for $3.25 $1.75 each *RUSS-TONED add 40¢ ea.

24 HOUR SERVICE All work is completed and RUSHED to you 24 hours after receipt.

COLOR FILM PROCESSING EKTACHROME & ANSCOCHROME 620 — 120 — 35mm only 75¢
STEREO USERS: Film Processing and Stereo Mounting (standard 35mm. 20 exp. cartridge).....$1.50
Stereo Mounting only — each pair..... .10

KODACOLOR PRINTS Send only your kodacolor film negative 30¢ ea. 4 for $1.10

EKTACHROME 35mm FILM Brand New Factory Packed—including film processing and one sample print. FILM ONLY — 20 exp.....$1.50 only $2.15 Value $3.60

MINIMUM ORDER, $1.00. Sorry, No C.O.D.'s
We pay (4th class) mail. For 1st class or special delivery, please include postage.

RUSS GUARANTEES QUALITY RESULTS

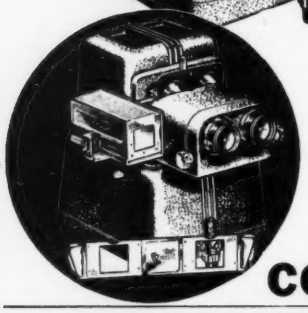
C. RUSS PHOTO SERVICE
P.O. Box 323, Cooper Station, New York 3, N. Y.

YOU HAVE READ ABOUT IT—NOW SEE IT
HAWAII'S 1955 VOLCANIC ERUPTION
featuring full color
SPECTACULAR 3-DIMENSION SENSATIONAL
REALIST SIZE STEREO SLIDES
• ALSO 35MM COLOR SLIDES AND 8MM & 16MM MOVIES
A most amazing photographic record of the most sensational eruption in Hawaiian history. Write now for free descriptive brochure. Also stereo realist Kodachrome originals of scenic Hawaii.
HAWAIIAN STEREOS P. O. BOX 2874 HONOLULU 2, HAWAII

new 2-way Projector

FOR STEREO AND 2" x 2" SLIDES

The new Compco Triad Projector is truly *the most advanced stereo projection system.* You can now easily project your favorite stereo slides in life size, in full color, with more brilliance and greater, natural depth—to one or a hundred viewers—*at the same time!* You'll be amazed at the startling difference in your stereo slides, the new-found realism. It's actually 2 projectors in one—because an instant changeover permits manual or automatic viewing of 2" x 2" slides, too. You'll marvel at the many exclusive features: one knob lens control; illuminated preview panel; rear control focusing; perfectly matched projection lenses; 2—500 w. lamps on separate switches; "whisper silent" blower system plus many others.



Write for FREE bulletin

giving full details and specifications on this remarkable 2-way projector. See why TRIAD should be *your* projector for today AND tomorrow.

COMPCO Corporation
2267 W. St. Paul Ave., Chicago 47, Ill.

LOOKING

...for a Quality Photo Laboratory at reasonable prices

Your *FILMS* are developed fine grain by inspection in Finex-L with

- CARE
- THOUGHT
- SKILL

Your *ENLARGEMENTS* are

- FINISHED TO YOUR INSTRUCTIONS
- CROPPED FOR BEST ADVANTAGE
- CAREFULLY SPOTTED

The Laboratory for Professionals and Advanced Amateurs

Ask for complete price list and mailing bags

YOU CAN ALWAYS DEPEND ON

LECO PHOTO SERVICE
established 1938

DEPT. B, 11 WEST 42nd STREET
NEW YORK 36, N. Y.

HALLIBURTON ALUMINUM

CAMERA CASES

Here's the perfect all-weather protection for your camera equipment—a high-styled, lifetime case designed for Morgan of Hollywood by Halliburton. Live rubber seals out dust and moisture. Unique felt dividers provide flexible compartments. Prices start at $49.50.

FREE Send today for free Morgan Camera News subscription & latest price lists.

MORGAN CAMERA SHOP 6262 SUNSET BOULEVARD HOLLYWOOD 28, CALIF.

Be a **TELEVISION CAMERAMAN**

Work with "live" equipment in station-size studios. TRAIN with "Big Name" TV instructors. Graduates employed at leading TV stations. Easy payment plan. Free National Placement Service. Housing accommodations secured. Approved for Vets.

Send for FREE Booklet P-9
TELEVISION WORKSHOP
1780 Broadway, New York 19, N. Y. PLaza 7-3721

SUN RAY

America's Best Enlarger Buy

ARNOLD "D"
$79.50 WITH LENS
Other Models from $42.50
At Leading Dealers or write for Literature
SUN RAY PHOTO CO. INC.
301 Lafayette St., New York, N. Y.

Ask your dealer for **ESCO 2" x 2" Type-On Mounts**

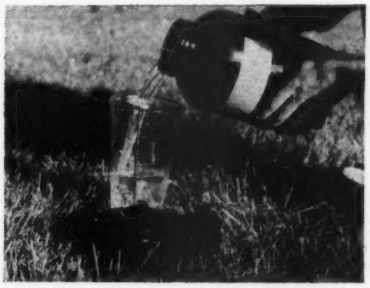
FIBREBOARD GLASS SLIDE BINDERS

100 Sets 35 MM $3.25 100 Sets Bantam $3.15

Erie Scientific Corp., 675 Seneca St., Buffalo 10, N.Y.

DEVELOP ANYWHERE

(*Continued from page 111*)



8. If your tank holds 16 ounces, one gallon of water (128 ounces) is enough to wash one roll of film. Use seven changes of water, keeping each in the tank for five minutes, with constant agitation. For best results water temperature should be the same as for other solutions. Films washed this way should last over five years without show any sign of stain or discoloration.

9. Add a wetting agent like Kodak's Photo-Flo to the eighth and last change of water in the bottle. For mixing and film immersion time, just follow instructions on the wetting agent bottle.

10. Finally, if the wind isn't blowing dust your way, hang the film up to dry—using a push pin on the top end, a heavy film clip on the bottom. You'll be amazed how fast films will dry except in very humid or damp weather.

$50 TO $100 CAMERA

(*Continued from page 57*)

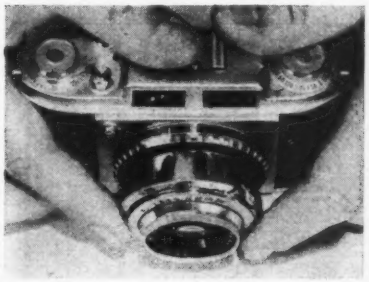
cocked manually, requiring a separate motion, or it may be cocked automatically as the film is advanced.

Your camera should have a double exposure prevention device, preferably with a release on it to permit intentional double exposures. It should also have an interlock to prevent advancing the film until the shutter has been released, thus preventing blanks as well as doubles.

There are cameras under $100 with four-element, f/3.5, unit focusing lenses as high in quality as anyone could want, even at twice the price. Cameras such as the Kodak Signet, Ansco Super Regent, Voigtlander Vitesa, set a high standard in this regard.

Good picture quality can also be had from well made f/3.5 lenses of three element unit focusing construction, (Graphic 35), and four element front cell focusing design. However, such construction is likely to be unsatisfactory in lenses of greater aperture than f/3.5.

Carefully examine the back of the camera. Notice the film plane, the place where the picture is actually made. This should be carefully machined to insure precise focus, smooth film advance. If the film plane is part of a sheet metal stamping, precise, rugged construction is unlikely.—C. I. HELLMAN AND W. C. BALL



Pop-out front combines rigidity of metal body, with some of the compactness of the folding bellows type. Lens must lock into extended position, or it will be moved by accidental pressures. This is Super Baldina.

CORRECTION: DIVAIR IS A SCUBA, NOT AN AQUA LUNG

In the August issue of MODERN the Divair scuba (self contained underwater breathing apparatus) was incorrectly referred to as a Divair Aqua Lung. Divair does not manufacture an "Aqua-Lung". The name "Aqua-Lung" is a registered trade name belonging to U. S. Divers Corp., 1045 Broxton Ave., West Los Angeles, California. The "Aqua-Lung" scuba is manufactured under a license by Cousteau-Cagnan.

THE NEW LOOK IN ELECTRONIC FLASH!

limelite "60"

GUARANTEED QUALITY...
UNRIVALLED PERFORMANCE

LIMELITE CORPORATION
6040 West Jefferson Blvd. • Los Angeles 16, Calif.
Subsidiary of Coleman Engineering Company, Inc., a leader in guided missiles, electronic computers, aircraft engine starters, supersonic testing and tracking devices.

STUDY PHOTOGRAPHY
COMMERCIAL • PORTRAIT • ILLUSTRATIVE
Finest professional instruction and equipment. Co-educational. Living accommodations secured for men. Attractive dormitory for girls. Training under G.I. Bill 550. Entrances September 7, October 3. WRITE OFFICE OF REGISTRAR, ROOM 349.
RAY-VOGUE
750 North Michigan Ave., Chicago 11

KALIMAR Precision German Lenses At Remarkably Low Prices
PRESET LENSES
For Exakta, Praktiflex, Praktica, Pentacon, Leica, C mounts. Can be preset between stops for exact color work. Interchangeable mounts.
See Your Dealer • Write for Literature
100mm f2.8, $69.95 180mm f5.5, $ 79.95
135mm f3.5, $74.95 250mm f5.5, $124.50
85mm f2, $124.50
AREL INC., 4916 Shaw, St. Louis, Mo.

Make money!
ADDRESS and MAIL POSTCARDS at HOME
Write today!
MR. KAY, BOX 14, BELMONT, MASS.

SAVE MONEY! FREE BARGAIN LIST
CENTRAL CAMERA CO. Photographic Headquarters Since 1899
Save money on all photographic equipment. Send for Central Camera Co. FREE Photographic Bargain List today. Central Camera Co., Dept. M-9, 230 S. Wabash, Chicago 4, Ill.

MARSHALL'S
makes MONEY for MOTHER!

By mixing Marshall's Flake White with any of Marshall's transparent oil colors you can paint beautiful "Heavy Oil" backgrounds that give your photo portraits the artistic look of real oil paintings.

The *Marshall* way is the only method in which you control the opacity of your paints at all times.

Sets $1.50 to $13.95 complete, nothing else to buy.

Unless the tube bears this trademark, it is not a genuine Marshall Photo-Oil Color. Registered Trademark of the John G. Marshall Mfg. Co. Inc., Brooklyn, N. Y. World leaders in Photo-Oil Colors.

MARSHALL'S
PHOTO-OIL COLORS
the colors the professionals use

- ☐ Send me your FREE booklet "Make Life More Colorful with MARSHALL'S PHOTO-OIL COLORS" FREE
- ☐ MARSHALL'S PHOTO-OIL PENCIL brochure FREE
- ☐ MARSHALL'S PHOTO-OIL COLORING GUIDE. Special section on Heavy Oils ..... $ .25
- ☐ Four different 5x7 photos, just right for coloring $1.00
- ☐ Our most popular set, THE ACADEMY $5.40
- ☐ For the Beginner—THE STUDENT SET $2.95

ALL TAXES PREPAID—MONEY BACK GUARANTEE—C.O.D.'s welcome

Name.....
(Please print plainly)
Address.....
City.....Zone....State.....

Photo Departments Everywhere or Mail Directly to JOHN G. MARSHALL Mfg. Co., Inc. 167 N. Ninth St., Brooklyn 11, New York MP-9

NEW PRODUCTS

(Continued from page 34)

matic X shutter with bi-post sync connector. The same lens will be used with the Compur shutter made especially for Graphic cameras. The shutter features speeds from 1 sec. to 1/400, plus Time and Bulb, a press focus lever, ASA bayonet synchronizer fitting, and built-in M-X sync. This permits use of type M flash lamps and electronic flash at all speeds, and type F lamps at speeds of 1/100 and slower. For more information, write:
GRAFLEX, INC.
154 CLARISSA ST., ROCHESTER 8, N. Y.

Lumax 220 BG Electronic Flash

Synchronized for all cameras with a zero time delay, the new three-volt Lumax 220 BG electronic flash unit features: GE flash tube, flash duration of 1/1000 sec., 7-10 second cycling time between flashes (with fresh batteries), compact size and light weight (two pounds, including power supply and gun). Guide numbers claimed for the Lumax 220 BG are 320 for fast black-and-white film; 45-50 for color. The Lumax 220 BG flash unit is priced at $59.95; synch cords and brackets for all cameras, $1.98 each. For additional information, write:
LUMAX MFG. CO.
489 SIXTH AVE., NEW YORK 11, N. Y.

Bolsey Jubilee 35mm Camera

Daylight or flash pictures may be taken with the Bolsey Jubilee 35mm camera simply by correctly adjusting the Set-O-Matic diaphragm setting device, using the rangefinder and tripping the shutter. Instead of setting f/stops and shutter speeds, you merely turn the exposure ring to match the light conditions with the subject type (light, dark, etc.).

The Bolsey Jubilee also features: f/2.8 Bolsey-Steinheil 45mm lens, Gauthier shutter, sync, double exposure prevention, split-image rangefinder, simultaneous shutter cocking and film advance, die cast aluminum construction. Price, including flashgun and cowhide case, $79.50. For more information, write:
BOLSEY CORP. OF AMERICA
118 E. 25TH ST., NEW YORK, N. Y.

A price reduction has been announced for the **TDC Duo Vivid Table Viewer.** Formerly $12.50, the 2 x 2 and 2¼ x 2¼ viewer is now available at $9.75. For additional information, write: *TDC Div., Bell & Howell Co., 7100 McCormick Rd., Chicago 45, Ill.*

Tripod attachment straps will now be a permanent feature of the Perrin Pro and Camera bags. The straps—located on the face of the Pro bags, and hinged with D rings at the bottom of the Camera bags—have been designed for convenience in tripod carrying. The Perrin Pro and Camera bags range in price from $10.95 to $49.95. For additional information, write: *J. B. Perrin & Co., 8476 Warner Dr., Culver City, Calif.*

Model release forms *are required by many editors. Send 25 cents for a pad of 25 (no stamps, please). Limit, four pads to each. Order yours directly from* MODERN PHOTOGRAPHY, *33 West 60th Street, New York 23, New York.*

QUICK-SET® TRIPODS

"We always use Quick-Set Tripods with small cameras in photographing models on location. We need tripods that will, first, support the cameras with absolute rigidity; second, adjust to hairline accuracy; and third, that are lightweight for easy transportation. We have used Quick-Set Tripods for years; we haven't found anything better."
WESLEY BOWMAN

Quick-Set manufactures tripods—for every size and kind of camera, priced from $12.95 to $53.50. See them at your dealer's store, or write us for literature.

QUICK-SET, Inc.
6113 N. Central Park Avenue, Skokie, Ill.

WHILE THEY LAST

Savings of 50% and more on these Photo Books:

	Was	Now
Photographic Emulsion Technique, by T. Baker	4.75	2.25
Photographic Enlarging by Jordan	3.50	1.75
Photographic Facts and Formulas, by Wall and Jordan	4.00	2.00
Children Before My Camera, by A. Morath	3.50	1.75
British Journal Almanac, 1954	2.50	1.50
British Journal Almanac, 1952	2.00	1.00
This Year's Photography (1951) Royal Photog. Society	3.00	1.25
Photographic Skies, by D. Charles	2.50	1.25
Photograms of the Year, 1952	2.50	1.00
Color Harmony Spectrum, by A. L. Heart	2.50	1.00
Fotografisk Arsbock (Dutch Annual 1951)	5.00	1.00
Photography With The Ciroflex	2.50	1.00
American Annual of Photography, 1951	3.00	1.00
Masterpieces from American Annual	1.50	.50
Seaside Snaps	.75	.35
Zoo School, by M. Mooney Jr.	.50	.25
Electron Optics, by Hatschek	3.50	2.00
Practical Stereo Photography, by Dalzell	5.00	3.00
Photography With A Leica, by Cash	3.75	2.25
Penrose Process Workers Handbook	1.75	.75
Photographers Data Book, by Bomback	2.00	1.00
Better Prints (A Camerette)	3.50	2.50
Copying Technique, by Wright	2.00	1.50
German Faces	3.00	1.50
Manuel of Airbrush Technique, by Tobias	3.50	2.00
Photographing People	4.50	2.75
Practical Ph. Chemistry	4.75	2.50
South African Photogem 1952, by Bensusan	1.50	.75
There's Money In Pictures, by Solomon	3.00	2.00
Three Dimensional Photography by McKay	5.75	3.00

AmPhoto, 33 W. 60th New York 23, N. Y.
(Add 3% sales tax for New York City delivery)

MOTION PICTURE PHOTOGRAPHY

ACL Movie Book

A guide to making better movies, published by Amateur Cinema League. Every owner of a movie camera will want the expert advice given in this book. (formerly $4.00) Now only $3.00

(Add 3% sales tax for New York City delivery)

AM-PHOTO, 33 W. 60th, New York 23, N. Y.

New Wollensak Cine Attachments

A Cine Wide Angle Lens Attachment and a Cine Telephoto Lens Attachment have been designed for the Bell & Howell 252 and 220, and the Kodak Brownie f/2.7 and f/1.9 movie cameras. Each attachment fits all four cameras. A special adapter ring, included, adapts them to the Bell & Howell cameras. Each attachment accepts a 5.5 drop-in filter which is held in place by an adapter ring.

The Telephoto Attachment is a five-element lens which magnifies 2½X. The Wide Angle Attachment, a four-element lens, covers four times the area covered by a lens of normal focal length.

Price, for each attachment, $22.95. Wollensak Wide Angle and Telephoto Finders for any of the four cameras are priced at $3. For more information, write:

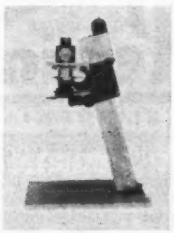
WOLLENSAK OPTICAL CO.
850 HUDSON AVE., ROCHESTER 21, N. Y.

Minox Packages Kodak Tri-X

The new fast Kodak Tri-X film is now being packaged by Minox for use with the Minox camera. Each box of film contains two 36 exposure cartridges as well as a comprehensive exposure guide. Price, $2.50 per box. For additional information, write:

KLING PHOTO CORP.
235 FOURTH AVE., NEW YORK 3, N. Y.

Omega A-2 for 35mm Negatives



A new Omega condenser enlarger, the A-2, has been especially designed for 35mm to Minox size negatives. It comes in two models. The Portable A-2, measuring 30½ inches from table top to the top of the condenser and weighing 14 pounds, can be quickly disassembled and fitted into an accessory carrying case. The Professional model measures 36 inches, weighs 17 pounds. It provides 2-12X magnification on the baseboard for 11 x 14 prints, whereas the Portable model permits 2-9X magnification on the baseboard for 8 x 10 prints. However, each model will produce giant enlargements when the enlarger is turned 180° and the negative projected on the floor.

Other features of the Omega A-2 enlargers are: built-in colorheads, inclined girder cantilever construction, gearless friction drive focusing, sliding magnification control, glassless filmholder with full 360° rotation, spring held condensers, provision for interchanging lenses so that negatives smaller than the Minox can be made. Price, for the Portable A-2, $87.50; Professional, $92.50. (Prices are slightly higher in the West.) For more information, write:

SIMMON BROS., INC.
30-28 STARR AVE., LONG ISLAND CITY 1, N. Y.

Envoy Band Tanks for Rollfilm

Only four ounces of developer are required for processing film in the 35mm Envoy Band Tank. For 120 and 620 film, there's a slightly larger tank that requires 6½ ounces of developer. Instead of a reel, a rollfilm band tank features an acetate apron band. This is the same size and length as the film, and winds up with it before being placed in the tank. Raised bumps are spaced at intervals along both sides of the band. This creates space between film and apron and lets solutions circulate freely around the film.

Also available are developing tanks for cut and plate film. These are supplied with cut film adapters and a jig.

The Envoy Band Tanks for 35mm are

(Continued on page 116)

WINNING COMBINATION

for Gorgeous Pictures—Endorsed by Professionals

WITH 3 INTERCHANGEABLE PRIME LENSES, RANGEFINDER AND LEATHER CASE.

$200.00 Value—**only $139.50***—**SNAP IT** with this **Modern Guaranteed Precision Camera** which leaves nothing to be desired . . . Rapid Film Transport—Auto. Counter; **Fully Synch. Prontor SV Shutter** for Flash (M), Strobe (X), Delayed action for both (V); Speeds—B-½-1/300 Sec.; **Steinheil** F/2.8 (45mm); **Telon** F/5.6 (85mm); **Choro**, Wide-Angle F/3.5 (38mm) Lenses; Dble. Exposure Safety; Viewer; Leather Covered Metal Body; **GUARANTEED.** Complete **$139.50*** plus F. E. T. **Complete Outfit £2** (same as above—except Compartment leather Case instead of E. R.). **$145.50** plus F. E. T. **Available Accessories: Telenar** F/5.6 (135mm)—**$39.50; Luxon** F/2.0 (50mm)—**$59.50; Prismatic "Zoom" Viewer** (30mm-135mm)—**$29.50**

A DARKROOM IN A SUITCASE—Ready to Operate—Complete with Lens.....$79.50

BLOW IT UP with the New, Convenient, **PORTABLE "STOWAY 35."** Contains all Professional Approved **SOLAR** features—Full **Professional size** (exclusively 35mm). Quickly assembled for fine work anywhere . . . home, travel, etc. **A Great Value**—with 4-element **Tessar Type** F/3.5, 2" coated Lens; Finest 2 2/5" Dbl. Condensers; Excl. non-actinic 16 x 19" Baseboard; Dustless Neg. Carrier; Takes **Color Filter**; Compact—29 lbs. Complete. **Full 2-year GUARANTEE.** Only **$79.50** Complete. Join the swing to **STOWAY 35mm Convenience. PLUS SOLAR Blue-Ribbon Performance.** See your dealer or write . . .

Burke & James, Inc. FINE PHOTOGRAPHIC EQUIPMENT SINCE 1897 321 S. Wabash Ave., Chicago 6, Illinois, U. S. A.

The GOERZ *Golden* DAGOR F:6.8—the Lens without a Peer!

The safest guide in the choice of a lens is its reputation—its record of past performance.

The GOERZ *GOLDEN* DAGOR is considered by most prominent professional and advanced amateur photographers, as well as instructors of photography, the world over to be the finest and most accurate general purpose lens ever designed.

The GOERZ *GOLDEN* DAGOR is the only lens of its type produced in the United States . . . the DAGOR has often been imitated but never equaled!

WARNING: Only C. P. Goerz American Optical Company manufactures GOERZ PRECISION LENSES. Beware of so-called "new" Goerz-Berlin lenses; they have not been made in 30 years.

GOERZ

C. P. GOERZ AMERICAN OPTICAL COMPANY

Office and Factory

DOUGHTY BLVD., INWOOD, L. I. 96, NEW YORK

A product of ILFORD Ltd. famous in the photographic industry for over 75 years. Enthusiastically acclaimed by amateurs and professional photographers throughout the world.

Load your camera with

ILFORD FILM

and take pictures you will be proud to show.

Use ILFORD HP-3 wherever and whenever the occasion arises—regardless of available light—indoors, outdoors, and for high speed photography. Use ILFORD FP-3 for exceptional tone rendering; ILFORD SELOCHROME for sunny snapshots, ILFORD Pan-F (35mm only) for miniature perfection.

Your dealer has

ILFORD ROLL FILM

in 4 types and 4 sizes

127, 120, 620 and 35mm

Priced same as standard Domestic Brands.

Ask for ILFORD and insist on getting what you ask for. If your dealers cannot supply ILFORD write us for name of an ILFORD dealer nearest you.

Imported and distributed by

ALCO PHOTO SUPPLY CO.

902 Broadway, New York, N. Y.

NEW PRODUCTS

(Continued from page 115)

priced at $5; for 120 and 620, $5.50. Tanks for cut film and plates come in four sizes: 2¼ x 3¼ and 2½ x 3½, $7; 3¼ x 4¼, $7.50; 9 x 12cm, $8.50. For additional information, write:
BENARD SALES CO.
18 E. 17TH ST., NEW YORK 3, N. Y.

Da-Lite Handy Projection Screen

Designed for desk, table or wall use, the new improved Da-Lite Handy screen now features the same glass-beaded fabric that comes with more expensive Da-Lite screens. In addition, the 30 x 30 inch Handy features slat plugs which hold the supporting slat in such a manner as to prevent undue pressure and wear from being put on the screen fabric. Price, $7.25. For additional information, write:
DA-LITE SCREEN CO., INC.
2711-23 NO. PULASKI RD., CHICAGO 39, ILL.

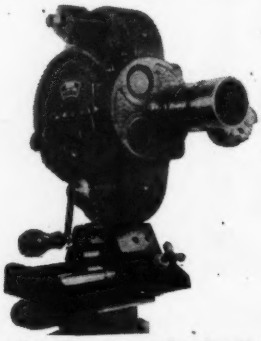
Brumberger Aluminum Binders

New Brumberger Aluminum Slide Binders are now available for 2 x 2 and stereo slides. Fitting most projectors, the #1156 binder, for 35mm transparencies, is identical in shape with previous steel Brumberger models. Price: for 20, $1.79; for 120, $8.95.

The Stereo Binder, #1166, features elimination of window adjustment, a square opening in the center of one slide for identification of the "right" side of the slide. Price for a box of 24, $4.50. For more information, write:
BRUMBERGER SALES CORP.
34 34TH ST., BROOKLYN 32, N. Y.

Cine Products Rack-Over

A new precision Rack-Over, for all Bell & Howell 70 movie cameras, compensates for parallax when making cine



titles, ultra close-ups and animations. In use, the camera mounts on the Rack-Over which in turn mounts on any tripod with a ¼-20 mounting screw. After being focused on the subject, the camera is racked over, to properly align the taking lens with the subject, and is then locked in position before the exposure is made.

The Rack-Over is made of cast iron with a wrinkle enamel finish, measures 4¼ x 4¾ x 2¼ inches, weighs 3½ lbs. Price, $28.50. For additional information, write:
CINE PRODUCTS CO.
P.O. BOX 135, WESTLAKE, OHIO

Graflex Stereo-Graphic Camera

Only one adjustment is needed to take stereo pairs with the new Stereo-Graphic stereo camera: you set the lens aperture control to markings such as "bright," "hazy," "dull." (Conventional f/stops are

FAMOUS THE WORLD OVER . . .

for highest quality leathers
for years ahead styling
for expert workmanship
The best does so much . . . costs no more

Pictured is the new 208 Pro Bag with the Tripod straps conveniently attached.

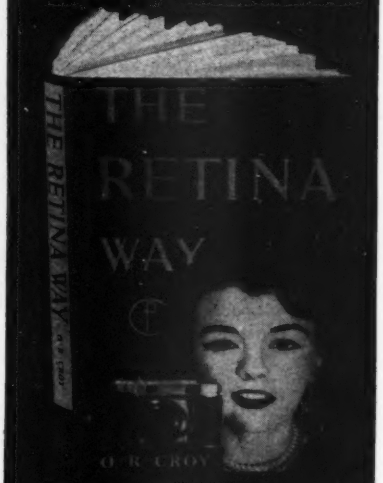
Perrin Pro and Camera Bags are featured and sold in better photographic shops everywhere.

Write for catalog.

Perrin
CALIFORNIA

J. B. PERRIN & CO., Inc.
8476 Warner Drive, Culver City, California

BACK AGAIN!



"The Retina Way" by O. R. Croy

Brand new edition, 1955 printing of a book that has become the companion for Retina users throughout the world. Every Retina technique and subject will be at your fingertips. **$4.50**

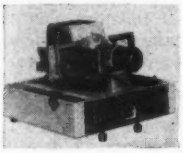
Order from your dealer or

AMPHOTO
American Photographic Book Publishing Co., Inc.
33 W. 60th St., N. Y. 23, N. Y.

provided, too.) Scheduled to appear on the market in the very near future, the Stereo-Graphic also features: aluminum body, optical viewfinder, film counter which indicates remaining pictures, single speed (1/50 sec.) for shutters that are synchronized for "M" type flashbulbs, fixed focus (four feet to infinity), simultaneous film advance and shutter wind which prevents double exposure.

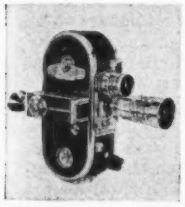
Price for the Stereo-Graphic, including a battery powered viewer, flash attachment and carrying case, is expected to be under $100. For additional information, write:
GRAFLEX, INC.
154 CLARISSA ST., ROCHESTER 8, N. Y.

TDC Headliner 303 Slide Projector



Permanently mounted in its carrying case, the new 300-watt, blower-cooled TDC Headliner 303 projector accepts any standard 2 x 2 glass, cardboard or metal mounted slide. Other features of the 303 include: four inch f/3.5 projection lens in a helical mount, Selectron-Semimatic slide changer, die-cast aluminum housing, 5-ply gumwood case construction. One TDC Selectray which holds thirty slides comes with the projector, and the case will hold seven more. The Headliner 303 is amethyst gray with gold trim and blends with the two-tone gray case. Price, including slide changer and one Selectray, $54.50. For additional information, write:
BELL & HOWELL CO.
7100 MCCORMICK RD., CHICAGO 45, ILL.

Keystone 16mm Movie Camera



The new Keystone Newport, Model A-15, 16mm, twin-turret, roll film camera features an external zoom finder. This finder shows the field of view for lenses of 13mm focal length and upward. It also corrects parallax from 2½ feet to infinity. This is done by a parallax correction knob which permits instant correction and synchronizes the viewfinder with the exact field of the taking lens. Other features are: an f/1.5 lens, a run of 18 feet in a single winding, seven speeds; the camera accepts 100-feet. film rolls. Price of Keystone Newport, Model A-15 with f/1.5 focusing lens, $199.50; with f/1.5 focusing lens and 3-inch telephoto lens, $249.50. Additional information is available by writing directly to:
KEYSTONE CAMERA COMPANY, INC.
HALLET SQ., BOSTON 24, MASS.

Price reductions for several **General Electric flashbulbs** have been announced. New prices are: M2, 9 cents; No. 5, 12 cents; No. 5B, 15 cents; No. 8, 11 cents. In addition, purchasers of each package of M2 bulbs will receive free an M2 adapter which allows use of the M2 in reflectors designed for larger flashbulbs. For more information, write: *General Electric, Nela Park, Cleveland 12, Ohio.*

(Continued on page 121)

1954 Index *now available. We have just received the new index covering all articles published in* MODERN *from January through December, 1954, indexed according to subject, author and title. We do not expect them to last long. You can get yours by sending 50 cents to* MODERN PHOTOGRAPHY, *33 West 60th St., New York 23, N. Y.*

Books on 35mm Photography

Nothing will help you improve the quality of your pictures, or your technique in handling your camera more than a good book. Listed below are all available titles in the 35mm field.

On General Technique

79 35mm PHOTO TECHNIQUE, by *H. S. Newcombe* $3.75
Brand new edition showing latest developments, by one of the world's leading authorities on photography with the miniature camera. This classic on the subject is probably the best introduction to miniature photography obtainable. A Focal book. (F)

458 MINIATURE MANUAL, THE, by *B. Alferi* $2.95

461 MY WAY WITH THE MINIATURE, by *L. Vining* $3.75
An internationally famous 35mm expert has revised a popular book that tells all his secrets of getting memorable photographs with the small camera. Now in its 11th edition, this book is still hailed as a classic. A Focal book. (F)

226 35MM PHOTOGRAPHY, by *J. Deschin* $5
Covers all principal 35 mm cameras, gives thorough instructions in camera operation, picture taking techniques, processing, etc. Teaches you to think and see in relation to miniature camera.

87 MY EXPERIENCES IN COLOR PHOTOGRAPHY, by *H. Wolff* $10
Historic volume by the internationally famous user of the Leica camera. Large format, dozens of full color page photographs.

Larger Books On Specific Cameras

659 BASIC LEICA TECHNIQUE, by *R. Bombach* $4.75
Describes many points to be watched in 35mm photography. Includes Leica M3.

204 CONTAX WAY, THE, by *H. Freytag* $4.50
New printing of established title authoritatively dealing with every aspect of Contax equipment and subjects. Every user of the Contax needs this book. A Focal book. (F)

74 LEICA, MANUAL, by *W. D. Morgan & H. M. Lester* $6.00
A complete one-volume library on 35mm photography written by 20 outstanding experts in the field for all Leica camera fans. Attractively illustrated, bound in hard cloth cover. New edition will be out Sept., '55.

457 LEICA WAY, by *A. Matheson* $4.50
Thorough, no padding, copiously illustrated. Tested methods, an all around valuable work. A Focal Book. (F)

460 MY BELOVED EXAKTA, by *H. Muller-Brunke* $5
One of Europe's best known users of this camera writes this profusely illustrated book. In color and black and white.

78 PHOTOGRAPHY WITH A LEICA, by *J. A. Cash*. Formerly $3.75, now reduced to $2.25
A practical book by a world famous Leica user, on all aspects, pictorial, candid, etc.

220 POCKET LEICA BOOK, by *T. Kisselbach* $2.95
A practical, compact and handy book for the new Leica owner. Will save the beginner many times its cost. Charts, diagrams, illustrations are excellent.

217 RETINA WAY, THE, by *D. R. Cray* $4.50
Brand new Edition. Not only a companion for every Retina user but a comprehensive treatise on most aspects of 35mm photography. Contains chapters on working the camera, using accessories, taking any subject. Put the entire Retina technique in your hands. Meaty, well packed with expert charts, photos. A Focal book. (F)

143 35MM PHOTOGRAPHY WITH AN EXAKTA, by *K. L. Allinson* $3
Revised edition of a popular text illustrating all capabilities of this fine camera for landscapes, portraiture, action, etc. Beautifully illustrated. 126 pages—7½x10.

658 35MM PHOTOGRAPHY WITH A PRAKTIFLEX, by *R. Bombach* $3
A thorough analysis by a specialist in this type of work.

Focal Camera Guides

168 CONTAX GUIDE, by *W. D. Emanuel* $1.75
141 EXAKTA GUIDE by *W. D. Emanuel* $1.75
169 IKONTA GUIDE, by *W. D. Emanuel* $1.25
455 ISOLETTE GUIDE, by *W. D. Emanuel* $1.25
456 KARAT GUDE by *W. D. Emanuel* $1.25
462 PURMA GUIDE, by *F. Purves* $1.25
171 KORELLE GUIDE, by *W. D. Emanuel* $1.25
140 LEICA GUIDE by *W. D. Emanuel* $1.75
142 RETINA GUIDE, by *W. D. Emanuel* $1.25
59 ROBOT GUIDE, by *W. D. Emanuel* $1.25
463 SELFIX GUIDE, by *W. D. Emanuel* $1.25
465 VITESSA GUIDE, by *W. D. Emanuel* $1.25
172 VITO GUIDE, by *W. D. Emanuel* $1.25

Modern Camera Guides

153 ARGUS GUIDE, THE, by *K. Tydings* $1.95
76 BOLSEY GUIDE, THE, by *C. Abel & K. S. Tydings* $1.95
229 CANON GUIDE, by *K. S. Tydings* $1.95
128 GUIDE TO KODAK MINIATURE CAMERAS, by *K. S. Tydings* $1.95
113 LEICA AND LEICA TYPE CAMERAS, by *K. S. Tydings* $1.95
232 MODERN EXAKTA GUIDE, by *Abel and Tydings* $1.95
173 VOIGTLANDER GUIDE, THE, by *K. S. Tydings* $1.95
215 ZEISS IKON GUIDE, by *K. S. Tydings* $1.95

If coupon is clipped send order anyway to Modern's Book Store, 33 West 60th St., New York 23, N. Y.

Modern PHOTOGRAPHY Book Store
33 West 60th, New York 23, N. Y. Amount Encl. $_____
In Canada: Visual Equipment Co., 5635 Clanranald Ave., Montreal, Quebec (add 10% for Canadian shipments).

Please send me postpaid the books whose numbers I have circled.
I enclose the amount shown above in ☐ Cash ☐ Money Order ☐ Check.

79	458	461	226	87	659	204	74	457	460	78	220
217	143	658	168	141	169	455	456	462	171	140	142
59	463	465	172	153	76	229	128	113	232	173	215

Name_____
Address_____
City_____ State_____

9-55 ALL ORDERS ARE SHIPPED POSTPAID No C.O.D.'s. 3% sales tax with orders for N. Y. City delivery add 10% per title for delivery outside U.S.A., except APO's. Allow approximately 10 days for delivery. If not satisfied return books within 5 days to Modern Photography and money will be refunded.

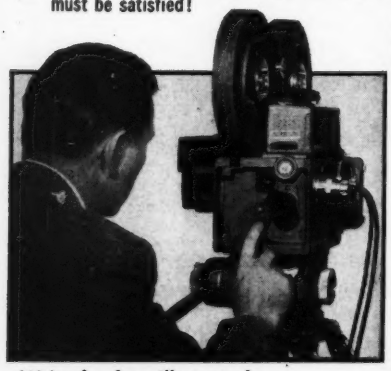
Announcing

THE ALL NEW

"AURICON PRO-600"

for 16mm Optical Sound-On-Film

- Self-blimped for completely quiet studio operation. Your sound-recording microphone never picks up "Pro-600" Camera noise!
- 600 ft. film Magazines, for 16 minutes of continuous "Talking-Picture" filming.
- Synchronous Motor Drive for "Single-System" or "Double-System" Recording.
- $1,165.00 list...for "Auricon Pro-600" Model CM-75 "Double-System" professional picture-camera with built-in features. Also available at added cost is "Single-System" equipment for Optical Sound-Track-On-Film, also View-Finders, 3-Lens Turret, Critical Ground-Glass Focusing, Tele-Finders, etc....
- Sold with 30 day money-back guarantee, you must be satisfied!



Write for free illustrated "Auricon Pro-600" literature.

Auricon

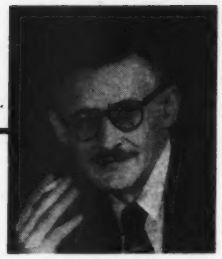
A PRODUCT OF

BERNDT-BACH, INC.

6918 Romaine Street, Hollywood 38, Calif.

MANUFACTURERS OF SOUND-ON-FILM RECORDING EQUIPMENT SINCE 1931

BOOKS in use



by GEORGE B. WRIGHT

Miniature photography —— guide books and good books

There are many books now available on 35mm photography—in fact, there are altogether too many books, and many of them are disappointing.

Before you buy any of them, stop for a moment to figure out just what you really expect to find in a book that will help you. Do you want to have the controls spelled out: how to let out the clutch and shift gears? Or do you want instruction in smooth driving and a general map of the territory you can explore in photography?

If you only want the mechanical, you have the manufacturer's booklet which comes with a new camera, or one of the "Guides to" which are in almost every camera store. Either will give you about the same thing—except that the manufacturer is apt to have more reliable instructions. (There is an important exception, which I'll come to in a moment.)

If you want, however, a book which will go beyond the "how to" of loading, focusing and exposing, and start you off exploring the many possibilities of miniature work, I can recommend five books, all good.

First, an English book, *35mm Photo Technique*, by H. S. Newcombe (Focal-Amphoto, $4.50) which reviews a number of cameras, talks about range- and view-finders, focusing and exposure problems as encountered in 35mm work, film and developing, and printing. It then goes on to problems of various types of subject-matter.

Newcombe's approach is a bit on the British side, which is natural enough and no criticism. If your picture-taste is primarily "pictorial" you may prefer it to some of the contemporary American books, most of which have shucked themselves out of this chrysalis to grow in different directions.

The American approach

One of the best of these is Jacob Deschin's *35mm Photography* (Camera Craft, $5). Deschin reviews the six types of 35mm equipment, then explains "the means" (lens, film, exposure), "the method" (handling the camera), "techniques" (light, color, picture-story, candids, close-ups), and "the process" (developing and printing). His descriptions are crystal clear, always, and really demonstrate the creative uses of a small camera.

Deschin has also done the same excellent job in *Picture Making With The Argus* (Camera Craft, $3). While the "mechanics" illustrated in this book apply only to the one camera, the general information on the potentials of its use apply to all of the inexpensive cameras in this size.

There are two other books which are written around a single camera, but which are useful to the user of any 35mm. Again, one is British and one American.

O. R. Croy's *The Retina Way* (Focal, $3.75) spends 40-odd pages on that camera's specific controls and 250 plus on 35mm work in general, including chapters on groups, night photography, animals, close-ups, and stereo.

A basic manual

The New Leica Manual (Morgan and Lester, $6) has gone into 13 editions now for the same reasons—most of the material applies to any miniature camera. This is the most complete of the books, also, with each chapter signed by an expert in that particular field.

Besides the material you would obviously expect in such a book, there are chapters on copying and closeups, photojournalism, lantern-slides, stamp photos, underwater work and medical photography.

The New Leica Manual should be on your shelf as reference material, even though you might prefer to begin exploring the picture-possibilities of your equipment with Deschin's *35mm Photography*.

I mentioned guides before and this is a sore subject. The opinion of most professionals who have looked at what is available will not bear quotation in a family magazine.

However, if you want something reliable on the mechanism of particular cameras, look for the Focal Press *Camera Guide Series*. If necessary, be patient and let your camera store order one for you. This series has booklets on Contax, Contessa, Bolex, Exakta, Ikonta, Korelle, Karat, Leica, Purma, Isolette, Robot, Retina, Vito, Selfix, Vitessa—and others, including Rolleiflex, in a brief, handy format.

They aren't glib, in fact they are a bit dry, but they are thoroughly reliable in the best English manner.

To forestall the letters asking which one of these books you should start with as you unwrap the tissue paper off your new 35mm—or take a fresh look at your old one and decide that you should be getting better pictures with it—all I will commit myself to is this: all five books (and the Focal

Camera Guides) are good. You pays your money and you takes your choice.

I think I've learned something from each of them as I scanned them again before beginning this column. (In fact, I think I'll read Deschin's chapter, "The Camera as Narrator" in *35mm Photography* again before I put it back on the shelf.)

In the mail

I am interested in a book dealing with architectural photography and construction details of houses—Lucille C. Lewis, N. Y. C.

Try *Architectural Photography of Houses,* R. C. Cleveland, F. W. Dodge ($7.50) which describes both interior and exterior work, lighting, distortion, and other necessary matters.

Portrait Make-Up

Is there any printed material on make-up for women for black-and-white photography? My biggest problem is eliminating freckles and dark areas under the eyes.—Donald Beiner, Newark, N. J.

Most professionals say that good street make-up (and panchromatic film) are enough, but J. Emerald's *Photographic Make-Up* ($4.95) is a complete treatment of the subject for both black-and-white and color.

All books mentioned here (except where noted) are available from MODERN'S *bookstore by mail. Send a postcard for a complete list of photographic books currently in print.*

$15,000 GOES TO WINNERS OF PHOTO CONTESTS

Some days you *can* make a nickel, according to winners who shared the jackpots offered in two annual photo contests: the Tenth Annual National High School Photographic Awards, sponsored by the Eastman Kodak; and the 1955 Graflex Photo Contest.

Tops in the four-division Kodak contest were: Phillip Broman, Mesa, Ariz., Class I (School Activities); Gerald Walter, Neillsville, Wisc., Class II (Peo-

(*Continued on page 120*)

First prize, Class IV, National High School contest, won by Robert Ludlum.

ANNOUNCING—
the most complete, practical manual on stereo photography

MAKE YOUR OWN STEREO PICTURES

By JULIUS B. KAISER

Whether you use a single lens camera or expensive stereo equipment, you can achieve professional 3-D results with this new book featuring:

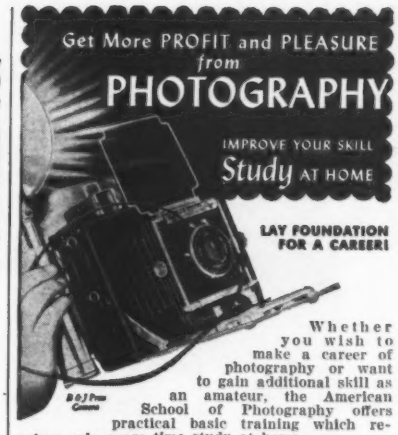
THOROUGH, EASY-TO-FOLLOW INSTRUCTIONS on depth effects • composition • lighting • telephoto and close-up shots • color fidelity • mounting • viewing • projecting

AN UNPREJUDICED BUYING GUIDE to equipment on the market today—cameras • projectors • viewers • films • filters • and other accessories Superbly Illustrated $5.95

at your bookstore, or write

The Macmillan Company, Dept. M.P-1
60 Fifth Avenue, New York 11, N. Y.
Please send me on 10 DAYS APPROVAL . . . cop(ies) of MAKE YOUR OWN STEREO PICTURES, Kaiser, at $5.95. It is understood I may return the book(s) within that time and owe nothing. Otherwise you may bill me.

Name .....
Address .....
City..... Zone..... State.....
SAVE—enclose payment and we pay the delivery charge!



Get More PROFIT and PLEASURE *from* PHOTOGRAPHY

IMPROVE YOUR SKILL
Study AT HOME

LAY FOUNDATION FOR A CAREER!

Whether you wish to make a career of photography or want to gain additional skill as an amateur, the American School of Photography offers practical basic training which requires only spare time study at home.

With proper aptitude and application, this course should provide you with a fundamental background which may open the door to valuable professional experience . . . or add fascination and zest to your hobby.

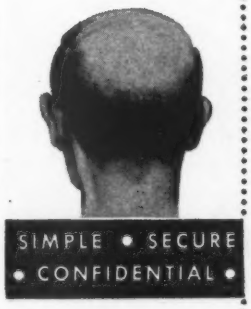
OLD ESTABLISHED SCHOOL. Backed by years of experience, our training covers every phase of Modern Photography through spare time study at home. Basic photographic principles are taught by inspiring "learn-by-doing" method, step-by-step, under the supervision of a qualified instructor.

GET FREE BOOKLET! Send coupon today for free booklet, "Opportunities in Modern Photography," and full particulars.

AMERICAN SCHOOL OF PHOTOGRAPHY
835 Diversey Pkwy., Dept. 1946, Chicago 14, Ill.

AMERICAN SCHOOL OF PHOTOGRAPHY
835 Diversey Pkwy., Dept. 1946, Chicago 14, Ill.
Please send me without obligation your free booklet, "Opportunities in Modern Photography," and full particulars. No salesman will call.

Name .....
Address .....
City..... Zone..... State.....



WE GIVE YOU
Another Chance...

LOOK AND FEEL YOUNG AGAIN

WITH AN UNDETECTABLE hairpiece, created specifically for you by an internationally known makeup artist and wigmaker.

This hairpiece is made to look and feel exactly like your own hair . . . so life-like and natural no one would suspect . . . as undetectable as those styled for leading personalities of stage, TV and motion pictures.

Now priced within the reach of everyone . . . at the sensationally low introductory price of ONLY $65.00 (similar hairpieces cost 2½ times this price).

When sending your order please include the following:
1. Clear photos of front view and side view
2. Tracing of bald area on tissue paper or buckram
3. Sample of hair for matching color
4. Indicate hair texture
   FRONT: soft wavy or wavy
   BACK: straight or wavy
5. Enclose check or money order for $65.00

Does not apply to those totally bald . . . Write for Price.

ROLOU
COMPANY
31 Union Square
New York 3, N. Y.

Now!

ONE-MINUTE FILM DEVELOPING IS HERE!

Try amazing new BFi No. 80 One-Minute Film Developer Concentrate. See for yourself why it will soon be a favorite in darkrooms everywhere.

- Unheard-of developing speed — one-minute at 68°F.
- Greater detail in shadow areas — actually improves flash photos.
- No blocking up in shadows, either — you get clean details with truly natural shading.
- Economical — one quart of concentrate makes a FULL GALLON of working solution.
- High capacity — one quart will develop 200 4" x 5" negatives without replenishing.
- Easy to store — much longer tray life.
- Easy to use — as simple to work with as any developer you've ever tried.

WATCH FOR IT!

Next month — even bigger news is coming from . . .

BFi BROWN-FORMAN INDUSTRIES
LOUISVILLE, KENTUCKY
A Division of Brown-Forman Distillers Corp.

CONTEST AWARDS

(Continued from page 119)

ple); Ron Curobw, Mount Vernon, Wash., Class III (Pictorials); and Robert Ludlum, Santa Barbara, Calif., Class IV (Animals and Pets). Each first prize winner received $300, and in addition, four second prizes of $200 and four third prizes of $100 were awarded in each class. Four special awards of $50, 240 Honorable Mentions of $10, and 200 Certificates of Merit were also given.

Judges for the contest were Fred Kildow, Director of the National Scholastic Press Ass'n; Dr. Ann Lally. Director of Art, Chicago Board of Education; Rev. Michael Mullen, Vice-President of the Catholic Audio-Visual Education Ass'n; J. Ely Van Hart, Assistant Director of Personnel and Special Education, Elizabeth (N. J.) Public Schools, and Kenneth Williams, of Eastman Kodak.

Five-division Graflex contest

In the five-division Graflex hassle, first prizes of $300 were given to: Richard Lewis, Franklin, N. H., section 1-A, Class I (News Pictures); Thomas Inman, Raleigh, N. C., section 1-B, Class

First Prize, Class IV, 1955 Graflex Contest, was awarded to Jack Kilpatrick.

I; Raymond Bright, section 1-C, Class I; John Pietras, Trenton, N. J., Class II (Industrial); Roy Pinney, New York, N. Y., Class III (Professional); Jack Kilpatrick, Santa Monica, Calif., Class IV (Non-professional); Karla Wolf, Santa Barbara, Calif., Class V (Teenage).

Judging the Graflex contest were: Beaumont Newhall, Curator, George Eastman House; Vincent Jones of the Gannett Newspapers; Al Aumuller of the *New York Telegram-Sun;* and C. Wesley Brewster, of the Syracuse (N. Y.) University Department of Graphic Arts.—THE END

UNBELIEVABLE VALUES

MOVIE FILM 8mm & 16mm

Size	B&W	Color
8mm 25' dbl. roll	$1.15	$2.75
8mm 25' dbl. mag.	1.75	3.00
16mm 100' roll	2.75	7.40

16mm 100' roll COMMERCIAL KODACHROME $5.00 (incl. Dev.) to be sent to Kodak

16mm 50' magazine	1.90	3.75

Processing included—
With purchase of 6 rolls B&W of any size—ONE FREE.

BULK MOVIE FILM 8mm & 16mm

1500' (30 50' rolls) $11.50—16mm
50' rolls .45—8mm & 16mm 100' rolls .90
1350' (25' rolls) $9.95—16 mm 400' rolls $3.60
(this is a fine grain) PANCHROMATIC FILM
Processing not included

35mm COLOR FILM

Available in ANSCO TUNGSTEN 100'.....$22.00
AERO EKTACHROME—DAYLIGHT SPEED—100 ASA
20 exp. rolls, including proc.
$1.50 a roll including processing
20 exp. rolls INDOOR ANSCO COLOR
$1.00 (3 for $2.75)
AERO EKTACHROME IN BULK—25 ft.....$4.95
AERO EKTACHROME CHEMICALS—1½ gal.....$2.95

35mm BLACK & WHITE BULK

Available in WESTON 24-50-100
100' notched $1.65 200' notched $2.40
400' notched $5.25
Available—35mm HIGH SPEED
WESTON 150 Eastman Kodak
200' $3.95—400' $7.25—1000' $16.95

ROLL FILM

#127, 120, 620, 116, 616
Black & White 10 for.....$1.95
120 & 620 color (ANSCO).....75¢ a roll
120 & 620 color (AERO EKTACHROME)
Weston 40.....3 for $2.85
35mm 20 exp. B&W.....25¢
35mm 36 exp. B&W (TRI-X).....49¢
Minimum order 4 rolls

MOVIE FILM SPECIAL

100' 8mm double $1.79
Packed on 4 Camera spools 25' each
Processing—50c 25' double
Processing—100' 16mm (Bulk)... $1.50

ACCESSORIES

100' 16mm camera spools.....25
16mm empty magazines.....75
8mm empty magazines.....75
VIEWMASTER DISCS, various 6 for
Airplane scenes KODACHROME $1.00

AERIAL FILM
sealed in original metal container.
5¼x20' Super XX Tri S Pan. 99
5½x26' Super XX Tri S 1.59
5½x50' Super XX 1.99

TYNAR MIDGET CAMERA
with f6.3 .....$4.95
Processing.....$1.00. Get back 14 prints plus FREE ROLL OF FILM

CARTOONS, COMEDIES—*Silent*—$7.50 per reel approx. 400' reel. *Sound*—$10.00
FEATURES—*Sound*—$12.50 per reel—approx. 400'
SEND FOR CATALOG

16mm SOUND FEATURES and SHORTS, CARTOONS & COMEDIES
Religious Films and Old Time Masterpieces such as—COVERED WAGON, LOST WORLD, DANCING MOTHERS (with Clara Bow)—also 16mm 100' and 8mm 50' Subjects—such as—MUTT & JEFF, WALT DISNEY, TOM MIX, JOE E. BROWN WALT DISNEY, OUR GANG. $1.50 for 100' as well as the 8mm 50'. If you buy 6 subjects of either size, you get one free.
(Write for catalog on features)
SPECIAL PRE-INVENTORY SALE
16mm Silent Cartoons approx. 400'.....$6
16mm Sound Cartoons approx. 400'.....$8
LIMITED TIME ONLY
Include postage with all orders
CINEPIX, INC., 243 West 55 St., N. Y. 19, N. Y.

NEW PRODUCTS

(Continued from page 117)

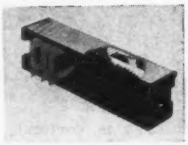
A new line of **Edixa filters,** designed for use with the 35mm Edixa cameras, are now available in the following shades: light yellow, medium yellow, light green, medium green, red and ultra-violet. The filters screw on the lens mount of the Edixa cameras and do not require adapters. Price, per filter, $1.95. For more information, write: *Camera Specialty Co., Inc., 705 Bronx River Rd., Bronxville 8, N. Y.*

Kalart 8mm Editor-Viewer

The new Kalart Editor-Viewer-Eight is a practical 8mm table top movie viewer and a complete outfit for film editing and repair. When the unit is used, 8mm movie film is enlarged more than 12 times on a ground glass screen. And by turning the handle at right (see illustration) you can create fast or slow motion effects, review individual scenes, or stop film for frame by frame examination.

Finished in Bakelite and mounted on a polished hardwood base, the Editor-Viewer has a built-in splicer. In addition, a sturdy steel frame mounts all precision optical elements, including ground and polished condenser lens, rotating prism, and flat field projection lens. The Editor-Viewer sets up quickly and folds flat for storage. It accepts 8mm reels up to and including 400 ft. Eight, including splicer and film cement capacity. Price of Kalart Editor-Viewer (but without reels), $39.50. For more information, write:
THE KALART COMPANY
PLANEVILLE, CONN.

Yankee 35mm Slide Tray



The new Yankee Slide Tray for 35mm slides is a plastic, interchangeable tray which fits the TDC Selectron slide changer and the Viewlex Change-O-Matic slide changer. It holds 36 slides in any type mount, and features a stainless steel spring-type slide retainer that keeps the slides in place. According to the manufacturer, this prevents slides from falling out. Recessed in the top of the tray is an index label which provides spacing for 36 written or printed titles. The trays come in pairs in an attractive box that can be used as a filing case. Price of gray-colored Deluxe Yankee Slide Trays (with slide retainer), 2 for $2.85; Standard Yankee Slide Trays in black (without slide retainer), 2 for $1.85. For more information, write:
YANKEE PHOTO PRODUCTS
3325 UNION PACIFIC AVE., LOS ANGELES

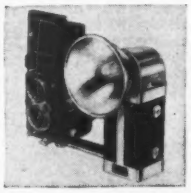
Nikkor 105mm, f/2.5 Lens

A new 105mm, f/2.5 lens has been added to the Nikkor line of lenses. The long focus lens features click stops and depth of field scale, and focuses from 3½ feet to infinity. A matching lens hood and filter holder (designed to accept standard series VII filters) are supplied with the lens. Price, complete, $152.50. For additional information, write:
NIKON, INC.
277 FIFTH AVE., NEW YORK 16, N. Y.

Rapid Sequence Ricoh "35"

A trigger-like shutter wind action permits rapid sequence picture taking with the Ricoh "35", a new camera from Japan. One hand makes the exposure; the other, winds. Film transport and shutter cocking are accomplished simultaneously. The Ricoh "35" accepts standard 35mm film, features a synchronized shutter with speeds to 1/200 sec. plus bulb. Other features include: 45mm f/3.5 lens, coupled range- and viewfinder. The camera is made of die-cast aluminum, with satin finished trim and leather covering. Price, including flashgun and leather case, $59.95. Accessories for the Ricoh "35" include a close-up adapter, $6.50; self-timer, $2.95; lens shade, $2.75. For additional information, write:
RIKEN OPTICAL INDUSTRIES, LTD.
521 FIFTH AVE., NEW YORK, N. Y.

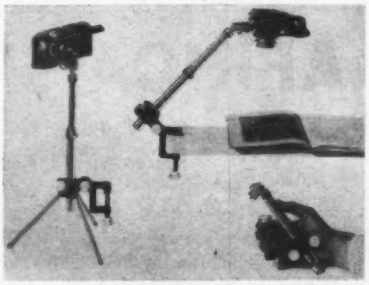
Sun-Lite "500" Electronic Flash



The Sun-Lite "500" is a one-piece electronic flash unit which eliminates the separate power pack. A single 240-volt everready battery made for photographic use is contained in the gun itself rather than in a separate pack. Weighing only 36 ounces, the unit will give 500 flashes before battery replacement becomes necessary, according to the manufacturer, and has the following guide numbers: black-and-white, up to 200 with Tri-X, Kodachrome 25-30, New Ektachrome 40-50. The "500" can also be operated on AC by replacing the battery unit with a small AC adapter. Price of Sun-Lite "500", complete with shutter cord and bracket, $49.50. For additional information, write:
HERSHEY MANUFACTURING CO.
2425 W. LAWRENCE AVE., CHICAGO, ILL.

Homs Table-top Tripod

Designed for table-top photography, self portraiture and copy work, the new Homs Table-top Tripod is a versatile unit that can be clamped to the edge of a table or used like a regular tripod right on the table surface. Three screw-on legs, housed in a tubular post, convert the unit to a 19-inch tripod. Other features include: Universal swivel head



(360° coverage), rubber-tipped legs, rubber insert on clamp to prevent scratching. Weighing one pound, the Homs Table-top Tripod measures about eight inches overall for convenient storage and carrying. Made in Western Germany. Price, $5.95. Descriptive literature will be available by writing:
DOUGLAS M. HOMS CO.
165 O'FARRELL ST., SAN FRANCISCO, CALIF.

(Continued on page 122)

IMMEDIATE DELIVERY

ROLLEICORD V.....$134.50
REVERE Automatic Slide Projectors
#553 $49.50; #555 $79.50; #888 $119.50
SPEED GRAPHIC new model, Graphic R/F & 135mm Optar in full synch shutter.....$331.45
GRAPHIC "35", "Push Button Focusing"..... 77.50

NEW—USED—SPECIALS

• ENLARGERS •

KODAK Precision Enlarger 4 x 5, with f4.5 E.K. lens; New, list $240.....$120.00
Many bargains in Enlargers: Solar, Federal, etc. Also, unusual special closeouts on enlarging lenses, state focal length desired.

• MOVIE & SLIDE EQUIPMENT •

AMPRO 8mm, f1.9, turret mag. New.....$140.00
B&H Tri-8/ ½" f1.4; Elgeet W.A. f2.3; 1½" f3.5 Telate, New 225.00
KODAK 16mm Mag. f1.9 & case E.N..... 60.00
REVERE 16mm Mag. f2.5, E.N..... 70.00
B&H DIPLOMAT 16mm proj. E.N..... 150.00
16MM CRAIG Editor, Sr. Rewinds, & Sr. Splicer, used 45.00
16MM KODAK Editing Kit, list $85.00, New..... 50.00
W.A. 9mm, f2.7, Kod. Anastig for 8mm Cine Mag. New 43.00

Send for list of special buys on Movie accessories such as lenses, proj. lenses, filters, home-movie films.

• STILL CAMERAS & LENSES •

4x5 PACEMAKER SPEED GRAPHIC, with 5½" f4.5 Paragon, Ilex Synch Shutter, Kalart R/F, Grafite-gun, list $399.25. New.....$240.00
4x5 PACEMAKER SPEED GRAPHIC, with 6" f4.5 Ektar, Supermatic X, Grafite-gun & solenoid, list $390.70, New..... 265.00
3¼x4¼ ANNIV. SPEED GRAPHIC, Tessar f4.5, R.F., flash gun, F.P.A., case, used..... 115.00
2¼x3¼ PACEMAKER SPEED GRAPHIC, Optar f4.5, fully synch. shutter, R.F., F/S, Grafite-gun, case, list $368.00, new, sale..... 250.00
SUPER IKONTA BX, f2.8, synch, case, used..... 107.50
SUPER IKONTA B, f2.8 MX synch, case, used..... 95.00
MEDALIST II, f3.5, synch, case, used..... 107.50
VOIGTLANDER BESSA, f3.5 synch, used..... 35.00
4x5 KORONA VIEW, New; with used Goertz 135mm, f6.8, in Compur, case free..... 72.50
ARGOFLEX "EM" f4.5, synch, case, used..... 39.50
ARGOFLEX "E" f4.5, case, used..... 29.50
KODAK REFLEX II, f3.5, case, synch, New..... 85.00
MERCURY II, f2.7, case, used..... 27.50
CLARUS MS-35, f2.8, f'hgun & case, used..... 45.00
PERFEX "101" f4.5, New..... 39.50
PERFEX "35" deluxe, f2.8, f'hgun & case, used..... 55.00
EXAKTA VX, Tess. f2.8, Preset dia..... 175.00
LEICA IIIF, Summitar f2, both New..... 250.00
LEICA IIIF, Summitar f2, E.N..... 175.00
LEICA IIIF, Summicron f2, E.N..... 300.00
ELMAR 35mm, Wideangle Lens, E.N..... 49.50
LEICA WOL'SAK 90mm f4.5, coupled, New..... 50.00
LEICA WOLLENSAK 127mm f4.5, New..... 60.00
SUMMAREX 85mm, f1.5, black mt. New..... 240.00
PROXIMETER II, for Contax, New..... 20.50

SAVINGS UP TO 75% on all kinds of cases for past and present models of Speed Graphics, 35mm cameras, roll film and film pack cameras, Movie cameras, Movie projectors and Slide projectors. Specify exact model of your equipment.

MANY OTHER BARGAINS TOO NUMEROUS TO LIST
Tell us Type Wanted

LET US QUOTE ON ANYTHING PHOTOGRAPHIC, STILL OR MOVIE.

Changing Bag

"The Portable Redi-Darkroom"

- Positively light-proof in brightest sunlight. — 17 x 21 — $ 6.75
- Double zippered. — 29 x 34 — 10.75
- Ample room. — 34 x 34 — 12.75
- Elastic sleeves.

Postpaid to destination

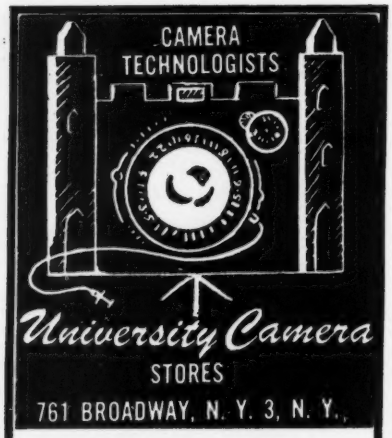
25% DISCOUNT

FLASH BULBS
NEW LOW PRICES
Est. 1921

CASE LOTS 120 Lamps Shipped Ppd. NO C.O.D.'s
GENERAL ELECTRIC or SYLVANIA

#M-2 .....$ 8.10
#SM or SF..... 12.60
#5 or #25..... 10.80
#6 or #26..... 13.50
#11 or #40..... 15.30
#5B or 25B..... 13.50
#6B or #26B..... 17.10
#11B or #40B..... 18.90

EXPORT SPECIALISTS — EVERYTHING PHOTOGRAPHIC — TRADES ACCEPTED
COLUMBUS PHOTO SUPPLY CORP.
1949 Broadway New York 23, N. Y.



University Camera
STORES
761 BROADWAY, N. Y. 3, N. Y.

SUPER Buys 30-40% off

MAGIC PLASTIC TITLE SET	New	Our Price
410 letters w/5 backgrounds	5.95	3.49
TRAYS FOR TDC deluxe chger	1.50	.66
MAGAZINES for AIREQUIPT CHANGER	2.25	1.49
CASE (30 Airequipt Mags)	15.95	8.77
CASE (12 Airequipt Mags)	9.50	5.70
CASE (holds 16 TDC, Revere, Viewlex, Golde)	11.95	4.95
Folding 4 Lite Movie Set incl bulbs and metal case	24.95	14.95
BAIA Editors complete w/rewinds, 8, 16mm splicer, base and filmotion editor	56.75	29.95
MANSFIELD ACTION EDITOR compl. 8mm	39.95	19.95
SKAN 200w blower cooled, metal	44.50	21.95
SVE 300w w/auto changer	65.00	39.95
AMERICAN OPTICAL 300w w/auto chger, and case deluxe LN	79.50	44.50
HI-FI SPLICE FREE SOUND RECORDING TAPE		
7" reel 1200'	5.50	1.75
5" reel 600'	3.50	1.29
4 LITE MOVIE BAR	12.95	6.72
8mm TELEPHOTO REVERE 1½" f1.4	91.00	29.95
8mm TELEPHOTO REVERE 1½" f2.5	57.50	19.95
8mm WIDE ANGLE 6.5mm f1.9	57.50	29.95

(above lenses are RAZOR SHARP, high resolving power and guaranteed forever).

RADIANT SCREENS DLS		
40% off	30 x 40	25.95 / 15.57
	40 x 40	27.95 / 16.77
Brand new!!!	50 x 50	36.95 / 22.17

Above screens are shipped R.R. Ex collect.

CAMERAS	List	Our Price
FLEXARETTE f3.5 1955 model incl. case	112.50	51.62
Ansco Karomat f2.0 RF, MX LN	125.00	89.92
Leica IIf w/Taylor-Hob-Cke LN	229.00	119.00
Certo Super Dollina w/f2 MX Comp	129.95	69.95
Voigt Vitessa f2 RF dis mdl new	127.50	86.00
Richoflex VI f3.5 1955 new mod	51.45	24.95
Graflex 22 f3.5 LN	93.00	63.22
Ikoflex IIa f3.5 Tess LN	126.00	89.21
Kodak 35 RF ctd sync LN	84.50	39.95
Exakta VX f3.5 Tessar w/penta	249.50	166.00
Revere Stereo "33" LN	174.50	89.50
Futura w/compur f1.5 Frilon MX new	225.00	105.00
Robot Royal f2.8 Xenar RF	249.50	149.95
PROJECTORS		
B & H Monterey 500w w/case LN	99.50	59.92
De Jur 750 w/case	159.50	103.00
Keystone K70C 500w w/case LN	79.90	53.25
Revere 85D 500w w/w. angle w/case LN	124.50	79.95
Keystone K109 750w w/case LN	159.50	104.21
TRIPODS		
Hollywood Tripods-Baby Giant w/Jr. Pan Head, 4 sect	19.95	11.97
Hollywood 2 sect, Junior w/pan head	17.45	10.78
Hollywood Senior, closed 26", extend 60" w/pan head	29.95	17.97
Star D Conquest Elev	19.95	13.40
Quickest Elevator Champ	34.00	19.95
Extendo Jr. 3 Sect Hollywood w/pan head	23.95	14.40
EXPOSURE METERS		Our Price
Write in for quotations.		
Tri-X 35mm 20 Exp. reloads fresh date		.50
Tri-X 35mm 36 Exp. reloads		.70

All merchandise guaranteed for two years. Be sure to include sufficient postage, overages refunded.

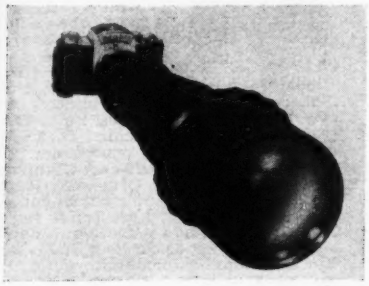
If you like good buys, then read this advertisement carefully because we could readily say, and mean it, "we will never, never be undersold." Write us, give us, and yourself, a chance to prove it! Write in for trade-in-allowance. Write in for FREE literature on anything. Write in for FREE Bulletin 8-C.

NEW PRODUCTS

(*Continued from page 121*)

500mm Telephoto for Exakta

The new 500mm f/5.0 Tewe Telegon telephoto lens is a four-element long distance lens in a lightweight, rustproof ebony mount. Pictures may be taken from either a vertical or horizontal position as the tripod adapter thread on the lens is mounted on a rotating circular mount. The diaphragm of the Telegon stops down to f/22, and the distance scale can be set from 10 ft. to infinity. Made in Western Germany. Price, $450. For more information, write:
EXAKTA CAMERA CO.
705 BRONX RIVER RD., BRONXVILLE, N. Y.



Kalimar Lenses

A line of Kalimar lenses made in Western Germany is now available. The six telephoto lenses come in C mount for 16mm movie cameras, KE mount for Exakta and Exa cameras, LE mount for Leica, Canon and Nikon, and PR mount for Contax S, D, Praktiflex, Praktica, and Pentacon. Extra interchangeable mounts are available for all the lenses under the 250mm size at $11.95; 250mm mounts, $14.95. Prices of Kalimar telephoto lenses with one mount: 85mm f/2, $124.50; 100mm f/3.5 with short barrel, $34.50; 100mm f/2.8, $69.95; 135mm f/3.5, $74.95; 180mm f/5.5, $79.95; 250mm f/5.5, $124.50. Also available is a 40mm f/3.5 Kalimar wide angle lens at $49.95 with one mount. For additional information, write:
AREL INC.
4916 SHAW AVE., ST. LOUIS 10, MO.

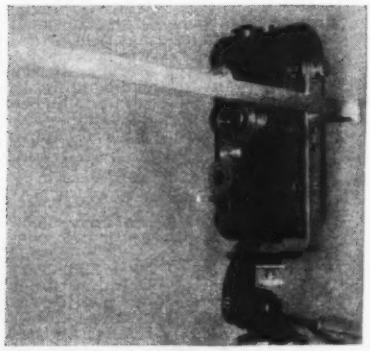
The new **Ascor Super Sunlight Power Supply A-805** has been designed for use with the Ascor Sunlight speedlights. A six-second recharging time for as much as 10,000 watt-seconds has been claimed for the A-805. Other features include: lights can be of different ratios; any number of condenser units can be added up to the limitation of the flashtubes; light output meter; ready-light flashes when unit is recharged and ready to fire; unit is interlocked for safety. Price, $2,900. For more information write: *American Speedlight Corp., 63-01 Metropolitan Ave., Middle Village 79, Long Island, N. Y.*

A revised **Enteco Data and Information Chart** covering the use of Enteco supplementary lenses for portrait and close-up photography is now available. Data is given on the use of lenses from +1 to +10 diopter power. For your free copy, write: *Enteco Industries, Inc., 610 Kosciusko St., Brooklyn 21, N. Y.*

Le Bay Attachments for Argus

The Le Bay Tripod Bracket and Close-up and Copy Attachment are designed for use with the Argus C3 when it is in either a vertical or horizontal position. The tripod bracket is simply an angle bracket. One end mounts on the tripod head; the other screws into the camera's tripod socket (*see cut*). The bracket permits the camera to remain in its leather case while being used.

The close-up copy attachment is a distance bar or pointer. It attaches to the bracket by a connecting link on center with the lens (which has been equipped with a +3 close-up attachment). If the camera is vertical, you actually touch the subject with the pointer, then drop it about three inches before making the exposure. For horizontal pictures, the pointer is moved about three inches sideways instead.



Light in weight, the attachments are made of satin finished aluminum. Price, for both, $5. For more information, write:
LE BAY & ASSOCIATES
BOX 3601 BEECHWOLD STATION
COLUMBUS 14, OHIO

AFRICA'S LIGHTER SIDE...

RUINDI, Belgian Congo.—The best part of visiting the Belgian Congo is seeing the wild animals in their habitat, and while some of them have good habitats and others have bad habitats, we believe there is no such thing as a bad animal.

No tourist who comes to Africa would be caught dead without a camera, and the Congo has one of the happiest photo hunting grounds in the world. Thousands and thousands of acres of land have been set aside in what is known as Albert National Park, where all animals, regardless of race, creed or color, are protected by law. It's against the law to kill as much as a mosquito in the park, but the Belgians so far have not imposed any such code on the animals, who are free to do what they want with the tourists.

Strangely enough, the animals know they're protected by law and don't seem to begrudge the tourists a picture or two. But they hate to be taken advantage of, and if you hang around too long they

might chase you up a tree or down into an ant hill. We've learned a lot about photographing animals in the Albert National Park and perhaps we can pass on some information.

Elephants don't mind being photographed at distances of more than thirty feet. Most of them will pose with their families, but when the female has been browbeating the male, then you may be in for trouble. The tell-tale sign is the elephant raising its ears. This is the time to fold up the camera and go home.

If the elephant is crossing the road in either direction he has the right of the way. If he decides to sit in the middle of the road it is up to the automobile to make a detour. Insurance companies are very hard on people who run into elephants, and will not pay for any damage to your fender or the elephant's trunk.

Lions don't mind being photographed at distances of from five to ten feet, providing the cameraman stays in the car and doesn't make any remarks about their manes. But they will not pose for photographs and under no conditions, except extreme hunger, will they roar

for tourists. We have been told by game wardens that if you do anything to annoy the male lion the female will attack in rage. But if you annoy the female, the male will run away. We will not generalize about any other species because of this interesting fact.

Hippopotamuses can usually be found covered up with mud or water, and unfortunately if you photograph them in this state they come out in the photos like gray rocks. It's very hard to get a hippo out of the water for anything except food. They also like to sit in the middle of the road, and the same traffic rules apply to them as apply to elephants.

Deer and antelope are very courteous to tourists and might even be considered on the hammy side (though they don't taste like ham). They're constantly posing for photographs and using up people's valuable color film which should be saved for the wilder animals.

Wild boar, snakes and crocodiles are camera shy and will snub tourists at the slightest opportunity.

But the two animals that have almost a Communist hatred of American tourists are the rhino and the buffalo. These two animals are the meanest, most treacherous, double-crossing, card-cheating, wife-stealing animals in the Congo. They go out of their way to be rude to people and, unlike the hyena, they have no sense of humor.

There are no special instructions we can give you on photographing rhinos and buffalo. In the case of the latter you might have your camera set at f/16 and 1/50th of a second, and the buffalo might decide to charge you at 1/200th of a second, leaving you completely underexposed. This happened recently in the park. A tourist had a buffalo in his sights, and the buffalo had the tourist in his sights. They both focused at the same time and the buffalo charged. This complicated the depth of focus, as the tourist did not want a closeup of the buffalo.

After his friends buried him they developed the tourist's film, and by some good fortune the buffalo was in focus. It was one of the best animal shots ever taken in the Albert National Park.—*Art Buchwald*

Copyright 1954, N. Y. Herald Tribune, Inc.

NO FAIR TRADE LAW IN WASHINGTON D. C.

"BUY-BY-MAIL"

From the Nation's Capital
AND SAVE ON EVERYTHING

BRAND NEW!

Original Factory Cartons and Guarantees

EXPOSURE METERS

Reg. 32.50 General Electric PR-1 Only 23.75
Reg. 24.50 General Electric DW-68 Only 18.75
Reg. 15.95 General Electric Mascot Only 12.75
Reg. 29.95 Weston Master II....Only 23.50
Reg. 16.50 Weston DR with case. Only 13.50
Reg. 32.95 Norwood Director M-2. Only 23.95

Reg. 2.50 Case for any meter ONLY 2.00

RETINA III C
Reg. 185.00 ONLY $145.00

RETINA II C
Reg. 135.00 ONLY $106.00

Reg. 13.50 Retina Leather Case.....Only 10.00
Reg. 24.00 B.C. Fan Fold Pkt. Flash.....Only 12.95
Reg. 62.50 Curtar Lens 35mm f5.6.....Only 49.00
Reg. 82.50 Longar Lens 80mm f4.....Only 65.00
Reg. 17.50 Retina 35-80 Optical Finder.....Only 13.50

ARGUS C-3
Camera, case, and flash
Reg. 66.50 ONLY $52.95

ARGUS C-4
Camera, case, and flash
Reg. 99.50 ONLY $77.95

Reg. 49.50 Argus C-3 Telephoto Lens.....Only 38.95
Reg. 49.50 Argus C-3 Wide Angle Lens.....Only 38.95
Reg. 75.00 Kodak Signet f3.5 Camera.....Only 59.50
Reg. 59.75 Kodak Bantam R.F. Camera.....Only 47.50
Reg. 99.50 Vitessa MXV f3.5 Camera.....Only 77.50
Reg. 159.50 Vitessa "L", Ultron f2 Camera.....Only 125.00
Reg. 54.50 Vito II, Skopar f3.5 Camera.....Only 39.50
Reg. 270.00 Voightlander Prominent f1.5 Camera..Only 210.00
Reg. 89.50 Ansco Super Regent LVS Camera.....Only 70.00
Reg. 39.50 Ansco Memar f3.5 Camera.....Only 32.00

ARGUS PROJECTOR
300 Watt with Blower, Case
Reg. 48.50 ONLY $38.50

ARGUS COMPLETE AUTOMATIC PROJECTOR
With Carrying Case, Automatic and Standard Slide Changer, and one Magazine 300 Watt—Blower Cooled
Reg. 66.50 ONLY $52.95

Reg. 59.50 Signet 300W Projector.....Only 48.50
Reg. 87.00 A.O. Performer 500W Proj. w/case....Only 68.00
Reg. 49.95 A.O. Skot 300W Proj. w/case Only 38.95

BROWNIE 8mm MOVIE CAMERAS

f2.7 Reg. 37.50.....Only 29.50
f1.9 Reg. 46.75.....Only 36.95

BROWNIE MOVIE PROJECTOR

f1.6 Reg. 62.00.....Only 50.00
Reg. 149.50 Cine Kodak Mag. 8, f1.9 Camera .....Only 118.00
Reg. 169.50 Cine Kodak Mag. 16, f1.9 Camera.....Only 135.00
Reg. 130.30 Kodascope 8-71, 750W Proj. w/case...Only 102.50
Reg. 425.00 Kodascope 7K2, 16mm Sound Proj. w/case Only 325.00

KODAK STEREO CAMERA
Reg. 84.50 ONLY $67.00

Reg. 9.50 Stereo Leather Case.....Only 7.95
Reg. 9.95 B.C. Flashgun.....Only 7.95
Reg. 12.75 Kodaslide Stereo Viewer I.....Only 9.95
Reg. 23.75 Kodaslide Stereo Viewer II.....Only 18.95
Reg. 69.95 Stereo Royal Table Viewer.....Only 54.95

JUST OUT! ANSCOCHROME

Original Ansco Package-Guaranteed Fresh Dating	Reg.	Sale
3 rolls 35mm Anscochrome, 20 exp.	5.55	4.70
3 rolls 120 or 620 Anscochrome	3.75	3.15
1 pkg. 35mm Anscochrome Easy-Loader (8-20 exposure bulk loads)	9.95	8.45

WRITE FOR MAIL ORDER PRICES ON ITEMS NOT LISTED. You save by buying from our Washington, D. C., Mail Order Department where minimum Fair Trade resale prices do not apply. Please include check or money order for full amount plus estimated postage. Fair Trade items at reduced prices are available only on a remittance-with-order-basis, from Washington, D. C. These offers are valid only in states where such offers are not expressly prohibited.

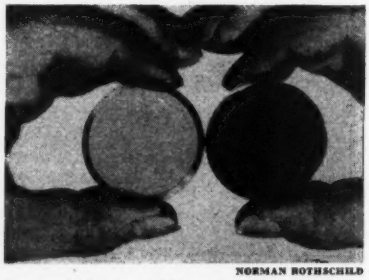
"For Personalized Service"
Send your order or inquiry to:

BOB RITZ
618 12th St. N.W., Washington 5, D. C.
30 DAY MONEY BACK GUARANTEE

ARE NEW FILMS TOO FAST OUTDOORS?

Yes, sometimes they are! But you can use these fast films in bright light if you shoot through a neutral density filter. Here's how to do it with your camera.

If you've only got one camera you may find yourself in a pickle with the new ultra-fast films like Kodak's Tri-X and Ilford HP3. You've exposed part of your roll by dim light. The next day it's bright and sunny and you want to shoot the remaining frames at the beach. What do you do to avoid overexposure? Set the camera at f/22 and 1/1000 second,



NORMAN ROTHSCHILD

Neutral density filters look much like other filters, but reduce light without changing color rendition of the scene.

or higher? Well, even if your camera has these settings, most miniature camera lenses aren't capable of their best optical performance at their smallest openings. Actually greatest sharpness is usually obtained at about two stops smaller than the largest opening. And

TED RUSSELL

A 4X filter lets you take photographs like this one even in brilliant sunlight.

very small stops are impractical for another reason. How can you throw the background out of focus at f/22 to make your main subject stand out?

Before you decide to ditch the leftover frames on the fast roll and substitute some slower stuff, here's a simple answer to the problem. Place a neutral density filter over the lens and cut down the amount of light reaching the film. Unlike colored filters, these "gray" neutral density filters don't change the color rendition of objects in the scene. And they make no appreciable difference in picture sharpness. Some neutral density filters we examined seemed to depart from true neutral—were blue in one density, yellowish in others. This doesn't seem to make any real difference in ordinary black-and-white work.

Which ones to choose

The 2X, 4X and 8X neutral density filters are generally considered the most useful. The figures (or factors) stand for the number of times exposure should be increased (two times, four times, eight times). Translated into stops this means opening your lens aperture one, two and three stops respectively.

Now to actual cases with a meter and fast film. Simply divide the Weston or ASA setting you're using by the factor of your neutral density filter. Then set the meter to this adjusted rating and proceed as usual. If your meter setting is 400 and you're using a 4X neutral density filter, the adjusted film rating

NORMAN ROTHSCHILD

Want selective focus? You can reduce exposure to f/5.6 and 1/200 second with a 4X filter as in the picture *above*.

would be 100. And your exposures should be much the same as for a slower film like Eastman Kodak Super-XX.

Who makes them?

How many different neutral density filters are there? The list below shows just what you can buy and gives the names of different manufacturers.

Eastman Kodak Co., 343 State St., Rochester, N. Y. Thirteen densities are available: .10, .20, .30 (2X), .40, .50, .60 (4X), .70, .80, .90 (8X), 1.00, 2.00, 3.00, and 4.00. They can be purchased in gelatin form. In addition all series sizes are available on special order.

Ednalite Optical Co., Inc., 200 N. Water St., Peekskill, N. Y. The 2X (light neutral filter) and 4X (dark neutral filter) come in all series sizes.

Enteco Industries Inc., 610 Kosciusko St., Brooklyn 21, N. Y. 2X (.30 den-

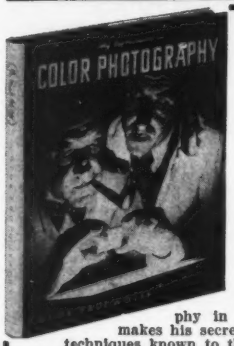
New! REELCLIP

- FITS ALL 16 MM. REELS
- INSTANT, EASY ATTACHMENT
- HOLDS FILM FAST, WON'T SLIP
- CAN'T DAMAGE FILM

25 Reelclips.. $1.00 POSTPAID IN U.S.
Quantity rates on request
Guaranteed

AMERICAN INSTRUMENT CORPORATION
Dept. B, 1500 S. Broadway
Los Angeles 15, Calif.

"THE PROFESSIONAL FINISH"
EXCLUSIVE FINE GRAIN
WIDEST CHOICE 35 MM & ROLL FILM SERVICES • BLACK & WHITE and COLOR
FREE Price List & Mailers
AMATEUR FOTOGRAPHIC SERVICES INC.
126 W. 46th St., New York 36, N. Y., Dept. M



JUST A FEW LEFT!

MY EXPERIENCES IN COLOR PHOTOGRAPHY
by Dr. Paul Wolff
Outstanding work of the famous Leica specialist, including an unique assembly of 54 full color plates, masterful printing combined with an advanced course in color photography in which Dr. Wolff makes his secret experiences and techniques known to the general public.
$10.00

AMERICAN PHOTOGRAPHIC BOOK PUB. CO., INC.
33 West 60th Street New York 23, N. Y.
Add 3% sales tax for N. Y. City Delivery

GLAMOUR GUIDE . . . how to photograph girls

by Eugene M. Hanson—Whether amateur or professional, you can profit from Hanson's tips on how to make pictures to flatter the girl in front of your camera. Please her by studying the techniques described, the lighting diagrams and the 100 photographs presented in this volume, then applying them to your own work. 210 pages, 7 x 10, cloth. $5.00

American Photographic Book Pub. Co., Inc.
33 W. 60th St., N.Y. 23, N.Y.
(Add 3% sales tax for New York City delivery)

the amazing
DEVELO-TELL
Listing 20 common developers and 38 widely used films; this dial calculator gives you the same information you would get from 8,360 actual gamma curves or 130,000 development time listings! Send $1.00.
American Photographic Book Pub. Co., Inc.
33 W. 60th St., New York 23, N. Y.

10 Color Slides SAN ANTONIO, TEXAS $1
The famous Alamo, old Spanish Missions, colorful downtown buildings both of old and modern. Also included in the set are 2 views of San Jacinto memorial near Houston which is taller than the Washington monument. 10 2x2 color slides $1.00. List of others sent with order.
SLIDE CO. BOX 1031, CANTON, OHIO

sity), 4X (.60 density) and 8X (.90 density) are available in all series sizes.

Harrison and Harrison, 6363 Santa Monica Blvd., Hollywood, Calif. Neutral density filters are available in a wide

NORMAN ROTHSCHILD

An 8X filter does the trick when you want to underexpose a late afternoon scene to get a nighttime picture effect.

range of densities from .10 with 80 percent transmission, to 4.00 with .010 percent transmission. The filters are supplied in gelatin sheets as well as in all series sizes.

Tiffen Marketing Co., 71 Jane St., Roslyn Heights, Long Island, N. Y. 2X and 4X neutral density filters come in all standard series sizes.—*Norman Rothschild.*

FREE LITERATURE

Owners of 8 or 16mm movie cameras are offered a new booklet, **Home Movies The New Table-Top Way—With Tips and Tricks on Movie Editing,** by the *Kalart Company, Plainville, Conn.* This booklet introduces the new Craig Projecto-Editor, a lightweight portable table-top movie viewer. For your copy, address your card or letter to the *Customer Relations Department* at the above address.

A **sample color chart** including a choice of 36 brilliant colors specifically selected for use by photographers, display men and scenic artists. For information and free sample chart, write to *F. Holland, Savage Universal Corp., 480 Lexington Avenue, New York 17, N. Y.*

G. C. Wilson & Co., 1950 Eighth Ave., Huntington, W. Va. has available for the public a **5-page brochure** with current information describing their standard **line of electronic timers.**

learn to earn at
BROOKS INSTITUTE OF PHOTOGRAPHY

Study
PROFESSIONAL PHOTOGRAPHY
In Beautiful Santa Barbara, Calif.
"Where the Mountains Meet the Sea"

Advantages of Studying at BROOKS INSTITUTE

- Train with World Famous Instructors
- Enjoy the Photographic School With a Spacious Campus
- Complete 24-month Courses in:
  Professional Portraiture
  Illustrative Photography
  Advertising, Fashion, General Commercial, Pictorial-Journalism
  Color Printing and Techniques
- Short Courses
  Tailored to individual's special needs. One week or more. May enter at any time.
- Motion Picture Courses*
  General Commercial, Television Productions, Dramas and Plays

Co-Educational
Approved for Veterans
Service and Placement Bureau

*Course not approved for Veterans

The Gateway to a Photographic Career
BROOKS INSTITUTE OF PHOTOGRAPHY

FREE Complete descriptive material of the unique BROOKS "Learn By Doing" system. Mail coupon today!

BROOKS INSTITUTE, Dept. 4
Santa Barbara, California
Gentlemen: Please send me full descriptive literature. I am interested in
☐ 24-month course ☐ Short Course
☐ Motion Picture Course
Name.....
Street.....
City.....Zone....State.....
☐ I am a Veteran ☐ Non-Veteran

THIS WALLET SIZE COLOR PRINT

from 35mm only **17½¢** minimum order 8 for 1.40

SPARKLING COLOR PRINTS

3x 3¼ x 4 **43¢** ea. Any 6—2.35	2½ x (2½ x 3¼) **22¢** ea. Any 9 for 1.89	5x 5 x 7 **85¢** ea. Any 3—2.40
4x 4 x 5 **50¢** ea. Any 4—1.85		8x 8 x 10 **1.89** ea. Any 3—5.35

35mm COLOR SLIDE DUPLICATES

COLOR DEVELOPING FOR THE PERFECTIONIST
Guaranteed 24 Hour Delivery

MOUNTED **17c** ea. 6 for 1.00 20 for 3.00

UNMOUNTED **15c** ea. 7 for 90c 20 for 2.50

WE WILL DEVELOP YOUR ROLL OF COLOR FILM AND MAKE **20** 1¾ x 1½ COLOR PRINTS for **$2.25**

35mm DEVELOPING & MOUNTING

	1 Roll	2 Rolls	3 Rolls
Ansco Any Type & Ektachrome	1.00	1.85	2.65
120-620 Ansco or Ektachrome	1.00	1.75	2.50

REDUCED PRICES KODACOLOR PRINTS
3X (3½x5)....Now .29 ea.
5X (5x7) .....Now 1.35 ea.
8X (8x10) ... Now 3.25 ea.

WE WILL MAKE 1¾ x 1½ PRINTS FROM YOUR 35mm COLOR FILM **20** COLOR PRINTS for **$1.50**

FACTORY FRESH ANSCO COLOR 535

IF IT ISN'T CALLED ANSCO COLOR 535 THERE'S A REASON . . . AND THE REASON CAN'T BE GOOD! ANSCO COLOR 535 is the only emulsion made by the Ansco Co. fit for amateur use. All OTHER emulsions are stale Hollywood shortends and require special filters.

DON'T TAKE CHANCES WITH YOUR PRECIOUS COLOR SHOTS!

SPECIAL SALE

1 Roll $1.89 5 Rolls $7.90
3 Rolls $4.89 7 Rolls $10.65

Prices Include Developing & Mounting

28 ft. 35mm ANSCO COLOR
—Sealed Cans 1956 Dated-Notched-Frame Numbered 1 Roll $11.89 • 2 Rolls $22.75 • 3 Rolls $32.65. Prices Include Developing and Mounting, 8 Free Cartridges & 8 mailing bags per can.

KODACHROME STEREO

20 EXPOSURES DAYLIGHT OR TYPE A*
3 ROLLS 9.75
5 ROLLS 14.95
Price Includes Developing and Stereo Mounting

35mm EKTACHROME BULK FILM

1956 Dated—Frame Numbered—E2 28 ft.—Price Includes Developing & Mtg. **$16.50**
100 ft. Sealed KODAK Cans with 35 free cartridges & mailing bags. (No Dev.) **$37.95**
28 ft. with 8 free cartridges & mailing bags (No Dev.) **$11.50**

STEREO FANS!

Take advantage of high speed Anscochrome. Get that elusive dim light shot. Use the new ASA 32 Anscochrome for stereo.
1 Roll 20 Stereo Exp. **$3.50**
3 Rolls for **$9.75**
Prices include 48 HR. developing and stereo mounting.

KODAK 1956 EKTACHROME RELOADS

35mm Daylight or Indoor
3 Times as Fast as Kodachrome (ASA32)
(Do Not Confuse with Aero Ektachrome)

Price Incl. Dev. & Mtg.

20 Exp.		36 Exp.	
1 Roll	$2.50	1 Roll	$3.95
3 Rolls	$6.95	3 Rolls	$9.95

BUY OUR EKTACHROME WITH CONFIDENCE
Do not confuse this Ektachrome with outdated war surplus, *Aero Ektachrome*. This is fresh, 1956 dated, manufactured by Eastman Kodak and intended for amateur.

BULK 35mm ANSCOCHROME

Daylight Film Loader plus 28 ft. of new Ansco-chrome tongued and frame numbered.
8 new, FREE Cartridges & 8 Mailing Bags.
Deluxe Developing and Mounting for 8 Rolls when sent in. All for $14.99.

SUPER-FAST ANSCOCHROME ASA 32

Superb true-color transparencies . . . possible even with your box camera in dim light. Try it now . . . we'll mail them to you in 24 hours.

20 Exp. 35MM		36 Exp.	
1 Roll	$2.39	1 Roll	$3.50
3 Rolls	6.39	3 Rolls	9.65

828: 1 Roll $1.75—3 Rolls $4.75
ALL PRICES INCLUDE DEVELOPING AND MOUNTING.
120 620: 1 Roll $1.95—3 Rolls $5.50 (Incl. Processing) Reloads*

(Please add 15¢ for postage and handling on all film orders)

ON ALL ORDERS OVER $15 WE SHIP VIA AIR INSURED, AND PAY POSTAGE

PANORAM FILM LABS 1190 6th Avenue, Dept. 5 New York 36, N.Y.

COLOR PRINTS

2x3¼	2½x3¼	3¼x4
20¢	25¢	44¢

STEREO MOUNTING 10 PAIRS $1.00

4x5	5x7	8x10
50¢	85¢	1.75

Color Developing
35mm Ansco mtd.—1.00
35mm Ektachrome mounted 1.00
120—620 Ektachrome 1.00
FREE AIR DELIVERY On Orders Over $3

Slide Duplicates 6 For 1.00

35MM 20 EXP. RELOADS
ANSCOCHROME ....4 for 3.25
NEW EKTACHROME (ASA 32) 4 for 5.75
KODAK MIRACLE TRI-X....10 for 3.50

SERVICEMENS COLOR PRINT CO.

From European Theatre
24 Hour Delivery
Send Work To:
East Coast Branch #5
78 West 47th Street
New York 36, N.Y.

From Pacific Theatre
48 Hour Delivery
Send Work To:
West Coast Branch #6
Box 46063 Cole Br.
Hollywood, California

SHOOT ANSCOCHROME AT A.S.A. 125

WHEN YOU DEVELOP WITH OUR SPECIAL HIGH-SPEED KITS

4 Rolls 20 Exp. ANSCOCHROME
Developer for 4 Rolls
80 Cardboard Mounts
all for **$8.75**
8 Rolls 20 Exp. plus Developer & 160 Mounts $13.95

KODAK'S MIRACLE TRI-X

35mm 20 Exp.
6 Rolls $2.19
10 for $3.25

35mm 36 Exp.
4 Rolls $1.99
8 for $3.50
BULK TRI-X 50 ft. $2.45—100 ft. $3.95

35mm KODAK PLUS X OR SUPER XX

20 Exp.
6 for $1.79
10 for 2.69
15 for 3.97

36 Exp.
4 for $1.97
7 for 3.15
10 for 4.25
BULK X or XX 50 ft. $2.25—100 ft. $3.75

35mm BULK FILM LOADER $4.99

with 10 free cartridges for each 25 ft. Color Film or each 100 ft. B&W Film.

with 100 ft. 35mm Kodak Tri-X....8.49
with 100 ft. 35mm Kodak Plus-X....8.25
with 28 ft. Ansco 535 Color 10.95
with 28 ft. Ektachrome 15.75
with 50 ft. Kodachrome 24.50
with 50 ft. Anscochrome 24.25

35mm ANSCOCHROME
20 Exp.
1 Roll $1.39 4 for $4.95
36 Exp.
1 Roll $1.95 3 for $5.55

35mm EKTACHROME
20 Exp.
1 Roll $1.50 4 for $5.50
36 Exp.
1 Roll $2.45 3 for $6.35
NOT AERO EKTACHROME

35mm KODACHROME
20 Exp.
—1956—Factory Packed
3 Rolls ...$5.55
6 for $10.50

BULK EKTACHROME
FRAME NUMBERED
28ft. CAN
8 Free Carts. $11.35
100ft. CAN
35 Free Carts. $37.95

MINIATURE FILM SUPPLY CO., Dept. M
78 W. 47th St. New York 36, N. Y.

35mm ANSCOCHROME
20 Exp. 36 Exp.
1 Roll $2.29 1 Roll $3.50
3 for 6.29 2 for 6.50
Prices Include Developing and Mounting

28 ft. 35mm ANSCO COLOR
1956 Factory Sealed Cans Notched & Frame Numbered
8 Free Carts. & 8 Mailing Bags $11.85
Price Includes Developing & Mounting As Ready

BULK EKTACHROME
35mm — 1956 — A.S.A. 32
8 Free Carts. & 8 Mailing Bags $16.25
Price Includes Dev. & Mtg.

28 ft. NEW ANSCOCHROME
with FREE BULK Film Loader, 8 Carts., 8 mailing bags Includes Dev. & Mtg $14.95

SLIDE DUPLICATES
5 for $1
15 for $2.50

28 ft. 35mm KODACHROME
Frame Numbered-1956
8 free cassettes—8 mailing bags includes developing and mounting $18.95

KODACOLOR PRINTS
3X — 28c
5X — 1.29
8X — 3.29

GOLDEN GATE COLOR PRINTS

8x10—1.50 each

2 x 3¼	19¢ ea.—Any 6 for 1.15
2½ x 3¼	23¢ ea.—Any 6 for 1.35
3¼ x 4	43¢ ea.—Any 3 for 1.25
4 x 5	49¢ ea.—Any 2 for .90
5 x 7	90¢ ea.—Any 2 for 1.75

STEREO SPECIAL!

KODACHROME	ANSCOCHROME
20 EXP.—1956 Dated	20 EXP.—A.S.A 32
3 Rolls $9.99—5 Rolls $14.95	1 Roll $3.49—3 Rolls $9.95

PRICE INCLUDES DEVELOPING AND STEREO MOUNTING

COLOR DEVELOPING
35mm Mounted
ANSCO $1 per Roll
3 for $2.75
EKTACHROME
$1 per Roll
3 for $2.85
120/620 EKTACHROME or ANSCO
$1 per Roll
4 for $3.35

WE WILL DEVELOP YOUR ROLL OF 20 EXP. COLOR FILM AND GIVE YOU 20 CONTACT COLOR PRINTS FOR **$2.15**

35mm EKTACHROME LOW PRICES INCLUDE DEVELOPING & MOUNTING
20 Exp. 36 Exp.
1 Roll $2.49 1 Roll $3.95
3 Rolls $6.99 2 Rolls $7.50
NOT AERO EKTACHROME

120/620 ANSCOCHROME
1 Roll $1.89 — 4 Rolls $6.95

828 ANSCOCHROME
1 Roll $1.69 — 4 Rolls $6.49
Prices Include Dev. & Mtg.

35mm ANSCOCOLOR 535
1956 Frame Numbered*
Price Includes Dev. and Mtg.
3 Rolls $4.79 6 Rolls $9.00

35mm KODACHROME
20 EXP.—1956 Dated
ORIGINAL FACTORY PACKAGES
3 Rolls $5.49 6 Rolls $10.50

GOLDEN GATE COLOR PRINTS P. O. Box 46056 Cole Br. Hollywood 46, California • Dept. M

PHOTO MART . . .

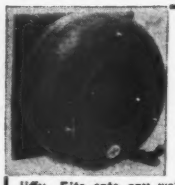
FOCALITE!

the NEW shadowless FLASH!

- Fits All Twin Lens Reflex and 35 mm Cameras
- Reduces Retouching—No Shadows
- Uses Standard Midget Flash Bulbs

$4.95

BRIDGES PLASTIC PRODUCTS, Inc.
1201 E. 63rd Street
Los Angeles 1, California



NEW "LITE-TITE" DARKROOM VENTILATOR

New, improved model with highly increased efficiency, clears stuffy darkrooms in a jiffy. Fits onto any wall in minutes—plug into any 110V AC outlet. Precision built motor has self oiling bearings. Eight inch 5 blade syncro balanced fan is whisper quiet. Finished with handsome brown wrinkled enamel and aluminum trim. 12" diam. 6½" thick. 9 lbs. in weight. Specially baffled inside to keep light out of darkroom. Unconditionally guaranteed. See your dealer or buy direct for low price of $18.50 postpaid. Send Money order or check to

STRATFIELD COMPANY
434 Grand St., Bridgeport, Conn.

PRICES REDUCED! CHINACOLOR

Finished Like Fine Porcelain

COLOR PRINTS
WALLET SIZE, 2¼ x 3¼ NOW 25¢

MOUNTED		UNMOUNTED	
3x4	.85	2¼x2¼	.25
3¼x4½	.65	3x4	.50
4x6	.80	3¼x4½	.60
5x7	1.50	4x5	.70
8x10	2.25	5x7	1.25
		8x10	2.00

35MM Duplicate Color Slides 25c

Ansco Color Film Developed
120-620, 35MM
$1.00 Roll

NORMAL 3-DAY SERVICE
Minimum Order $1.

CHINACOLOR LABORATORIES
Dept. 59 B, 715 Kennedy St., N. W., Wash. 11, D. C.

Movie DUPLICATES

* from your films

KODACHROME COLOR or BLACK & WHITE

Protect your valuable originals from projector damage and wear, run duplicate prints.
Duplicate prints make wonderful gifts.
8mm or 16mm . . . Duplicates . . . . . 11c per ft.
8mm Enlarged to 16mm, or 16mm Reduced to 8mm . . . . . 14c per finished foot
* Mail us your original films with cash, check or money order, and we guarantee the BEST duplicates possible, QUICK SERVICE, TOP VALUE, SATISFACTION. Minimum Order $3.00

Hollywood MOVIE LABS, Dept. M
12522 Ventura Blvd., Studio City, California

20 EXPOSURE 35MM. RELOADED CARTRIDGES 30¢

EASTMAN TRI-X
SUPER XX PLUS X DUPONT #2

20 EXP.....30c Ea. 36 EXP.....50c Ea.
Bulk: $4.25 per 100 ft. — $2.25 per 50 ft.

ANSCO COLOR RELOADS
20 Exp. Daylight or Tungsten (A.S.A. 12) $1.25 Ea.
3 Rolls.....$3.50 28 foot bulk.....$7.95

All fresh, clean safety film. Satisfaction guaranteed or money back. Please include 10c extra per order to cover postage and packing. No C.O.D.

EASTERN PHOTO LABS, Dept. "B"
1405 N. Charles St. Baltimore 1, Md.

EVERY DETAIL CLEAR AND SHARP WITH PORTRA LENSES

CAL-CAM FOCUS GUIDE

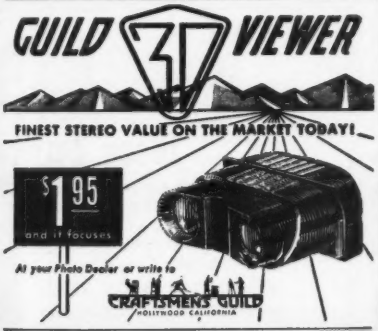
Works on all 35mm & Bantam cameras using a 2+ or 3+ Portra lens. Not only measures lens to subject distance, but frames subject just as you want it in the picture. Light weight, all metal, fully adjustable. Eliminates all guesswork—parallax trouble. No peep hole to squint through. Send make of camera.
Price $2.95

U. S. Postage paid if cash with order. C.O.D. charges added. Calif. orders add 3% sales tax.

CAL-CAM — Dept. M9
1564 N. Grand Oaks Ave., Pasadena 7, Calif.

GUILD 3D VIEWER

FINEST STEREO VALUE ON THE MARKET TODAY!



$1.95 and it focuses

At your Photo Dealer or write to
CRAFTSMENS GUILD HOLLYWOOD CALIFORNIA

FAST—EASY—QUALITY DEVELOPING

Yankee AGITANK

For developing cut film and film packs. Requires only 1 loading operation. Loading box accurately locates each film position. No sagging or scratching of film. Snap action adjustment for each size film from 2¼ x 3¼ to 4 x 5. Cover inlet and tapered outlet for rapid pouring. Designed for agitation without spilling.

ONLY $7.95

Buy AGITANKS at your photographic store or order direct . . . sent postpaid cash with order

Yankee PHOTO PRODUCTS • 3325 Union Pacific Ave. Los Angeles 23, Calif.

Finest COLOR PRINTS Lowest Prices in the EAST!

Prices are for one or any number of different films.
5 for $1.00.....2¼" x 3¼"
5 for $2.00.....3¼" x 4½"
5 for $4.00.....5" x 7"

Our modern laboratory has the latest equipment that guarantees the finest, brilliant color print QUALITY money can buy. Prints from any size transparencies. Try us . . . we guarantee satisfaction. FAST SERVICE.

Send film or inquire about our complete color service.

Cardinal COLOR
P.O. Box 125, West Albany, New York

CHAMPION 44 4 LITE UNIT

complete with metal carrying case.

At Better Dealers Everywhere

DAVID SPECIALTY CO.
Chicago 10, Illinois
215 W. Hubbard St.

Only $12.95
Less Bulbs

SAVE ON KODAK-ANSCO-McGREGOR

GUARANTEED FRESH or your MONEY BACK

FRESH MOVIE FILM (Processing Incl.)	Kodachrome	Ansco Color	McGregor B&W Color	B&W ASA 50
8mm x 25' dble. roll	$3.00	.....	$2.40	$1.10*
8mm x 25' dble. mag.	3.70	3.70	.....	.....
16mm x 50' mag.	5.60	5.60	.....	.....
16mm x 100' roll	8.39	8.39	5.95	2.50*

*Buy six . . . Get one FREE

Bulk Kodachrome (E.K. Proc. Incl.)
16mm x 100' roll $5.85
16mm x 100' roll O.D. $3.50 ea. 3 for $10.00
16mm Ansco Color (1954 date)
16mm x 100' roll (Ansco Proc. Incl.) $5.85

35mm Color—Factory Packed (Proc. & Mtg. Incl.)
Kodachrome 20 Exp. $2.69 ea. 3 for $7.95
Ektachrome 20 Exp. $2.75 ea. 3 for $7.50
Anscochrome 20 Exp. $2.75 ea. 3 for $7.25

Plus X 35mm RELOADS		Super XX
20 Exp. rolls	30c ea.	4 for $1.00
36 Exp. rolls	45c ea.	2 for $1.00
TRI-X 20 Exp.	45c ea.	3 for $1.00

Ansco Color (ASA 12 Day. or Tung.)
20 Exp. rolls $1.10 ea. 3 for $2.95
Anscochrome 20 Exp. $1.35 ea. 3 for $3.75
Ektachrome (ASA 32 Proc. & Mount. Incl.)
20 Exp. rolls $1.50 ea. 3 for $4.95
Aero Ektachrome (ASA 40 Proc. & Mtg. Incl.)
20 Exp. rolls $1.55 ea. 3 for $4.50

FILM SERVICE CO., 114(M) E. Pine St., Long Beach, N. Y.

ENVOY BAND TANKS

The finest available . . . have acetate apron that prevents scratches. Spigot in base for clean, easy emptying.

35mm	120/620
$5.00	$5.50

BENARD SALES CO., MP9, 18 E. 17th St., N.Y. 3.

FAST - ACCURATE PROCESSING

EKTACHROME
Ansco CHROME Ansco COLOR
35mm - 160 - 120
Standard 20 ex. 35mm Mounted FREE!

$1.00

BARGAIN SPECIAL

Send $4.50 for 5 prepaid mail envelopes. Each one good for the processing of one roll of film. Same day processing guaranteed.

COLOR-LURE INC
6733 S. WESTERN AVE., CHICAGO 36, ILL.
Midwest's Leading Color Finishers Since 1945

USED BARGAINS GALORE

8mm Zeiss Ikon Movie Camera F2 Sonnar	$69.00
Webcor wire recorder	35.00
16mm RCA Sound Projector w/12" speaker	99.95
35mm Kodak Ektra F1.9	199.95
4 x 5 Meridian w/Kalart range finder	99.00
2¼ x 2¼ Voigtlander Brilliant Reflex F4.5	22.50
16mm Bell & Howell Filmo 70, F3.5 Cooke Camera	49.50
35mm Tri-X 400' Bulk Film outdated Guaranteed	11.50

Send for Free Bargain List

MOGULL'S Camera & Film Exchange
112 West 48th Street, New York 36, N. Y., Dept M-1

NO NEGATIVE of your Favorite Picture?

Leco is famous for B&W copy negatives from your B&W or color originals.
Ask for complete price list.

LECO PHOTO SERVICE
11 W. 42nd ST. • N.Y. 36, N.Y. • LA 4-2317

"KODACHROME 1956 DATING"

	1-ROLL	3-ROLLS
8MM ROLL	$3.75	$10.00
8MM MAG.	4.65	11.25
16MM 100' ROLL	10.40	29.00
16MM 50' MAG.	6.95	18.75
35MM 20 EX.	3.25	9.00
35MM 36 EX.	4.95	12.00
STEREO 20 PAIRS	4.65	11.25

Postage Prepaid—No C.O.D.'s.
ALSO MANY MORE BARGAINS.
WRITE FOR FREE CATALOG.

HOOPER CAMERA EXCHANGE
11141 MAGNOLIA BLVD. NO. HOLLYWOOD, CALIF.

PHOTO MART . . .

PORTER Self-Sealing FILM BINDERS

New—Sensational!
No Water—
No Heat
No Messy Glues
Complete Protection
Sample Mailed On Request—
Give Size. It's

Simply Place & Fold — **FREE** — Packing Boxes Used For Filing

2 x 2 For 35mm D.F., 35mm S.F., Robot, Bantam, 16mm D.F. and S.F. Each size packed 50 per box @ $2.00. With Acetate Protectors $3.00.
2¼ x 2¼ For 2¼ x 2¼, 2¼ x 1⅝, and Bantam. Sturdy, Extra thick. Each size packed 50 per box @ $3.00. With Acetate Protectors $4.25.
3¼ x 4 For 2¼ x 3¼ (Horiz. only), 2¼ x 2¼, and 2¼ x 1⅝ either horizontal or vertical. Each size packed 25 box @ $2.25. With Protectors $3.15.
STEREO Realist and Busch Vera. Regulars. packed 40 per box @ $3.25. With Acetate Protectors $4.75.

At Your Dealer or Order Direct—SENT PREPAID
All Sizes Silver Opaque Film Masks Also Available

PORTER MFG. & SUPPLY CO.
2836 Sunset Blvd., Dept. M-9, Los Angeles 26, Calif.

INDEX 100 COLOR SLIDES for 25c with NUMBATABS

PICK TAB OFF CARD

APPLY WITHOUT MOISTURE

IT'S PERMANENTLY INDEXED

NUMBATABS keep your slides in sequence, right side up. Save time, embarrassment and make for a smooth, professional showing.
Available as follows in any one of five brilliant colors: red, green, blue, orange and black.

- CARDS numbered 1 to 100..25c
- SETS numbered 1 to 500..$1.25
- SETS numbered 1 to 1000..$2.50
- CARDS with 4 alphabets ea. 25c

At your dealer, or sent postpaid if cash with order. Specify color.

THE SAUNDERS COMPANY
P.O. Box 111, Rochester 1, N. Y.

COLOR PRINTS

The best color at popular prices

2¼x3¼	25c	4x5	50c
3¼x3¼	40c	5x7	1.00
8x10	2.00		

Fla. orders add 3% sales tax on print orders.
Minimum order $1.00

Film Processing $1.00
Develop Ansco & Ektachrome rolls
620, 120, 20 exposure 35mm

LAKE COLOR
Box 6868 West Palm Beach, Fla.

COLOR PRINTS From Your Color Films

25¢ 2¼ x 3¼

KODACHROME - ANSCOCHROME
EKTACHROME - ANSCO COLOR

4 x 5	5 x 7	8 x 10
50c	$1.00	$2.00

DUPLICATE 35 mm slides, 25c
Film Processing: Anscochrome, Ektachrome 35 mm, 20 exp., mtd.; 120-620; $1 per roll
Send for complete price list
Minimum Order $1
No C.O.D.'s please
Fast Service • High Quality • Money Back Guarantee

AUTHORIZED ANSCO COLOR LABORATORY
COLORFAX LABORATORIES
Dept. M95; Box 3521; Georgetown Sta., Washington 7, D.C.

MAKE YOUR MOVIES COMPLETE with 'MAJOR' PRODUCTION AIDS!

The FINEST Complete Library of Recorded Sound for Your Movies!

MOOD MUSIC • TITLE MUSIC • BRIDGE MUSIC
SOUND EFFECTS • OPENINGS & CLOSINGS

suitable for
Bell & Howell 202 — Victor Magnasound
Calvin Movie Mite Sound 8 — RCA 400
Ampro Magnetic Optical 477

All High Fidelity Recordings With Excellent Definition
SEND FOR FREE CATALOGUE plus TIPS ON TURNTABLES

THOMAS J. VALENTINO, INC. Dept. MP
150 West 46th St., New York 36, N. Y.

Unusual Color Titles

Put ZIP into your shows. Delight your friends with a humorous "professional" touch. For real showmanship, introduce these titles at the right time and wait for the raves. Different—cleverly designed 2 x 2 color slide titles—using pretty Hollywood models. ACT NOW—Set of 4-$1.50. Free Catalog and sample slide title—Send 25c to cover mailing.

HOLLYWOOD SPECIALTY PRODUCTS
6253 Hollywood Blvd., Suite 1028
Dept. M9, Hollywood 28, Calif.

FAST SERVICE

35mm. FILM
PRINTED 3¼ x 4½
$1.00
20 EXPOSURES

INDIVIDUAL POCKET ALBUMS
WRITE FOR FREE MAILERS AND PRICE LIST

36 EXP. 35mm. FILM—
FINE GRAIN DEVELOPED
PRINTED 3¼ x 4½" -- 1.30
REPRINTS -- 4c each

PRINTED OVERSIZE
8 EXP. ROLLS - 35c
12 EXP. ROLLS - 55c
16 EXP. ROLLS - 65c

PM. Photo Company
BOX 1402, KINGSTON, PA.

This Year, Make Your Greeting ORIGINAL, PERSONAL and COLORFULL

Christmas Cards

Made from Your Own 35mm Transparency in Glorious

FULL COLOR

New Fascolor method! Corrects drab, distorted colors! Reproduces your transparency subject in sparkling, brilliant colors heretofore not possible. The difference will amaze you!

Brochure, prices and information sent FREE! Write now! Dept. MC.

FASCOLOR SERVICE CO.
Box 86, Rochester 1, N. Y.

Now Processing—

EKTACHROME E-1
EKTACHROME 35mm E-2
ANSCO COLOR
ANSCOCHROME

CALIFORNIA COLOR
Photocolor Specialists
971 Howard St.—Dept. M
San Francisco 3, California

NOW... COLOR PRINTS AT LOWEST PRICES!

2¼x3¼	.25	5x7	1.00
3x4½	.40	8x10	2.00
4x5	.50		

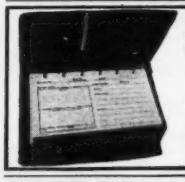
Duplicate Transparencies . . . 25¢
Ansco & Ektachrome processing . . . per roll 1.00 (Including the *new high speed* Anscochrome & Ektachrome)

4 x 5 40¢ EACH

When ordered in quantities of five or more. You may even send different transparencies!

FAST QUALITY SERVICE
A Trial Will Convince You

ROYALE COLOR LAB
P.O. BOX 43, GLEN OAKS BR., Dept. M-9
FLORAL PARK, NEW YORK



For BEST RESULTS with new films and equipment use PIC-REC
EXPOSURE RECORD CARDS
100 for $1.00 ppd.
(in ring binder, $1.85)
Send check or M.O. to
PIC-REC, 193 Battery Pl., N.E.
Atlanta 6, Ga.

750 mm TELEPHOTO LENS — $18.00

for all 35mm single lens reflex cameras with focal plane shutters.

fob factory. Shipped by express. C.O.D. orders require deposit. Free literature.

CARL W. JAMER, Manorville 4, N. Y.

STEREO MOUNTING

Is EASY, FAST and ACCURATE with the new BROOKS-MOUNT. Whether you mount for viewer or projector, this is the perfect stereo mount. Made in 3 standard spacings with **HORIZONTAL ALIGNMENT** control. Designed to fit all glass mounting systems, or can be used without glass. 100 ASSORTED mounts with color coded labels in a stereo FILE BOX only $3.50 postpaid if not at your dealer. No COD. Send postcard for copy of "How To Mount Stereos for Projection".

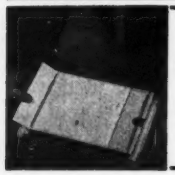
BROOKS MFG. CO., Dept. B — 1514 Aster Place, Cincinnati 24, Ohio

Learn NEGATIVE RETOUCHING

Now for the first time in the history of Photography you can get a complete book on Negative Retouching—**FULLY ILLUSTRATED**—70 pages describing in detail **HOW TO DO IT:** • Modeling • Spotting • Blending • Collecting • Proof Retouching • Etching • Commercial & Theatrical Retouching.
Plus a full set of paper negatives. A full refund if returned in good condition in 5 days. Send for yours today.

$1.95

DE GORE PHOTO PLAQUE CO.
Dept. E, 3723 Fullerton Ave., Chicago 47, Ill.



SPEED-EZ-ELS

Compact—No Adjustments
Easy Focusing—No Eyestrain
6 Popular Sizes—
BUDGET PRICED
Special Sizes on Request
At Better Dealers Everywhere

A. J. GANZ CO.
Los Angeles 36, Calif.

JEN-DIP SAVES YOU $16.00

Dip your own bulbs in JEN-DIP BLUE LABEL for better color shots with daylight film, indoors or out, with better results than you get from factory blue bulbs or flash shields.
$1.50 WITH BEAKER COATS 400 LAMPS
Write for booklet G or JEN-DIP today.
JEN - 417 W. 42 St. N. Y. 36

35 MM DEVELOPING

FILMS FINE GRAIN DEVELOPED . . . VAPORATED TO PREVENT SCRATCHING!
36 FULL SIZE 3¼ X 4½ Only $1.50 ENLARGEMENTS!
36 exposure glossy paper. Enlarged to 3¼ x 4½. $1.50. Double weight portrait paper $2.25. 20 exposure roll glossy $1.10. One day service.
Free! HIGHEST QUALITY PHOTO FINISHING! MAILERS AND OTHER OUTSTANDING OFFERS
UNIVERSAL PHOTO SERVICE, LaCrosse 22, Wisconsin

PHOTO MART . . .

ALL 22 COLOR CONTROL FILTERS IN THE PALM OF YOUR HAND.. ONLY $8.95

Smaller and lighter than any Color Meter or Attachment so as to be easily carried together, the Color Control Filter Disc Set insures having a filter when needed for every type of color film and every photographic light situation. A chart accompanying each set shows exactly when each disc is needed.

The Gelatate (gel coated acetate) Discs are lacquered for more protection. Each Set consists of 22 Gelatate Correction Filter Discs, a pair of tweezers, a Gelatate Disc Holder with two glass supports to fit any Series V, VI, VII Filter Adapter.

Buy at your local camera store or sent postpaid cash with order.

Series V (#2) - $ 8.95
Series VI (#3) - $12.95
Series VII (#4) - $17.95
2" Squares - - $36.95

HARRISON & HARRISON
6363 Santa Monica Boulevard, Hollywood 38, California

P&J COLOR PRINTS

8x10 - $1.50 EA.

From ½ 35mm to 4x5 Trans.

COLOR PRINTS

2¼x3¼ ....25c ea.
3¼x4¼ ....50c ea.
4x5 ..... 75c ea.
5x7 ..... $1.00 ea.
11x14 ... $4.75 ea.
16x20....$12.00 ea.

COLOR FILM PROCESSING

Ansco • Ektachrome • Anscochrome
35mm-20 exp. (mounted) 120-620..... **$1.00** Roll

35mm Slide Duplicating 25c ea. Mtd.
Minimum Order $2.00. No C.O.D.

P & J COLOR PRINTS

P.O. BOX 46125 • Dept. M • Los Angeles, Calif.

GET THE NEW EDWAL PHOTO CONCENTRATES

The most efficient, economical, and convenient darkroom chemicals on earth

— Edwal Fine Grain Concentrate
— Edwal Hi-Speed Liquid Fix Concentrate
— Edwal Signal Shortstop Concentrate
— Edwal Velvet Developer Concentrate

Less fuss, less waste! In 4-oz. and 16-oz. bottles at all photo dealers.

EDWAL SCIENTIFIC PRODUCTS CORP.
420 W. 111th St., Chicago 28, Ill.

35MM DELUXE QUALITY FINISHING

Now you can have your photos looking their finest on double weight portrait type paper for only slightly more than the run-of-the-mill snapshot finishing. Your film will be fine-grain developed and then chemically hardened against scratching. We will then print and expose each negative individually on double weight velvet luster portrait type paper. All prints are the large 3½ x 5 inch size. 20 exp. roll $1.75. 36 exp. roll $2.75. Free mailers. 48 hour lab service.

VALUE 35MM LABS P. O. Box 388, C. I. Station Brooklyn 24, New York

---

Now, TITLE WHILE YOU SHOOT

157 letters, numerals, figures. Never wear out. *Stick like magic.* With title boards & title suggestions. Postpaid. Money-back guarantee **$2.95**

Free samples & title ideas on request.

CLINGTITE LETTERS
1533 Hyde Park Blvd.
Chicago 15, Ill. Dept. M-9

FLASHBULBS 35% Off

Bulb #	CASE QTY.	LIST	YOU PAY
#5	120	15.60	10.14
#5M	120	16.00	10.52
#11	120	20.40	13.26

All bulbs guaranteed at two for one. 35% off in case quantities. Shipped prepaid. Send check or money order only.

MERIT PHOTO SHOP
350-8th Ave. N. Y. 18, N. Y.

MAGIC PLASTIC TITLE SET

ONLY **$5.95**

The most unique year-round title set in the land! Ideal for 8 and 16mm movies, for slides, and for snapshots (let your stills include a title as you snap your picture). For outdoor & indoor titling—for color & black and white. There are 410 plastic letters in 3 colors; 5 interchangeable 13x18" backgrounds. At your dealer's or send to:

Stanley Plastic Products
Box 93-S Brookline, Mass.

Brand New, Disc. Model

with
Zeiss Tessar f3.5.....$124.50
Zeiss Tessar f2.8 ..... 133.75
Biotar 58mm f:2 preset.. 178.50
Angenieux 50mm f:1.5 preset 209.50
Xenon 50mm f:1.9 automatic 239.00

Also with Pentaprism & rangefinder, add $25. to above prices.

CONTAX-D	PRAKTICA FX
Brand New, Latest Models	Brand New, Latest Models
50mm f:2.8.....$ 89.50	50mm f:2.9 .....$49.95
Biotar 58mm f:2 preset 122.50	50mm f:2.8 ..... 62.50
Automatic Westenar 50mm f:2.8 ..... 137.95	Primoplan 50mm f:1.9 preset 77.95
Automatic Westagon 50mm f:2 ..... 149.50	Tessar 50mm f:2.8 preset 78.25
CALL US COLLECT Murray Hill 2-2261	Biotar 58mm f:2 preset 89.50
	Ask for free price lists

FIFTH AVE E 43 ST **GRAND CENTRAL**
Dept M 1 EAST 43rd St N Y 17 N Y

BOLSEY FADER

Conway's Special of the Month. Creates variety of effects on movie film. Fade-in, fade-out, overlap, lap dissolve. 64 basic combinations. Automatic. Fits most every movie camera. List price $22.50.

Save 40%. Sale Price.... **$13.50** Postpaid

Conway CAMERA CO.
4 Famous Stores for Fine Cameras
34 N. Clark Street Chicago 2, Illinois

Processed by Kodak-Trained Technicians
Your Assurance of Superior Color Work
Kodak's New 35mm

Ektachrome

1956 dating—as packed by Kodak, NOT spooled from bulk stock.

35mm x 20 Exposures in Magazine $1.85
Custom Process and Mounting 1.25
Regular Price $3.10

48-Hour return—1st Class Mail. Specify film type—daylight or artificial. No C.O.D.'s please! Remit with order to Dept. PM

Fascolor SPECIAL **$2.70** Ansco same price Add 5c Postage

FASCOLOR P.O. Box 86 Rochester 1, N Y

COLOR SLIDE DUPLICATING

35mm Mounted **20c EACH**

Finest quality, sharpest reproduction. One of the West's oldest color slide duplicators.

24 Hour Color Film Processing
Ansco, Anscochrome, Ektachrome
QUALITY COLOR PRINTING ALSO AVAILABLE

STEDCO PHOTO
7610 Melrose Ave., Dept. M, Los Angeles 46. WE 6-0658.

Sunset COLOR LAB — COLOR PRINTS

5 x 7 COLOR PRINTS (from 35mm only) 85c ea.

Color Prints from ½ 35mm to 4x5 Trans.
2¼ x 3¼ 25c
3¼ x 4¼ 50c
5 x 7 .....$1.00
8 x 10 .....$2.00
16 x 20 .....$12.50
Color Slide Duplicating.....25c ea.

COLOR PRINTS
11x14 . . 4.50 ea.

COLOR PROCESSING
Ansco • Anscochrome Ektachrome
35mm-20 exp. Mtd. 120-620..... **$1.00** ROLL
Min. Order 1.50—No C.O.D.

SUNSET COLOR LAB
Box 46415, Dept. M • Los Angeles 46

For that ARTISTIC PORTRAIT

Get a
CUSTOM BLENDED BACKGROUND SHADED TO ASSURE BETTER PORTRAITS
Complete with
Stand and Roller

6'w x 8'h.....$27.50
6'w x 6'h.....$25.50
4½'w x 6'h....$25.50

All Prices F.O.B., Derby, Conn.
SATISFACTION GUARANTEED

CARNEGIE FINISHING CO.
P.O. Box 454, Dept. W, Derby, Conn.

LOW PRICES! COLOR PRINTS 20¢

2¼x3¼...25c (ANY TEN 20c EACH). SQUARE 120-620 FILM WILL BE MADE 2¼x2¼.
3x4...40c • 5x7...$1.25
4x5...60c • 8x10... 2.00

24 HR. FILM DEVELOPING $1.00
ANSCO OR EKTACHROME SIZES 35MM (IN SLIDE MOUNTS). B2 OR 120, P820 OR 620.
MINIMUM ORDER $1.00. INCLUDE POSTAGE.

35mm DUPES 20¢ PER SLIDE

WASHINGTON COLOR PHOTO
P. O. BOX 1605 • WASHINGTON 13, D. C.

Finer FOTO FINISHING

FASTER SERVICE. Your film processed same day recd. Quality work. Encl. 50c addl. for air mail return. Free mailing bags. SATISFACTION GUARANTEED.

35 mm.
20 exp. .90
36 exp. 1.30
3¼" x 4½"

PHOTOCRAFT LABORATORIES
Department A-11 Post Office Box 25307
West Los Angeles Station • Los Angeles 25, California

SEE-SHARP

FOCUSING DEVICE FOR ENLARGERS

Makes easel image brighter
Magnifies the "un-sharpness"
Makes critical focusing easy

$2.50; Money back guarantee
Or, through your dealer

Cargille Scientific Inc.
117 Liberty St., New York 6, N. Y.

AUTHORIZED MOUNTING SERVICE FOR SAWYER'S VIEW-MASTER

VIEW MASTER REELS FROM ANY 35 MM STEREOS
ALSO, COMPLETE 35 MM SLIDE SERVICE.

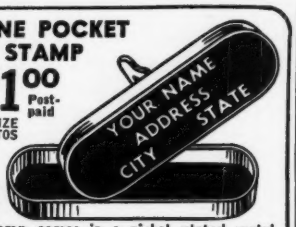
Write for Price List and Information
Color Slide Duplicating
5513 CAHUENGA BLVD NORTH HOLLYWOOD, CALIF

PHOTO MART . . .

3-LINE POCKET STAMP

ONLY $1.00 Post-paid

PERSONALIZE YOUR PHOTOS



This handy 3 line pocket rubber stamp comes in a nickel plated metal case, with inked pad and collapsible handle ready for instant use. Size 2"x⅝".

Send $1.00, CHECK OR MONEY ORDER
4th LINE ADD 35c EXTRA. Sorry No C.O.D.'s

A. C. M. CO., DEPT. MP
20-11 STEINWAY ST. L. I. C. 5, N. Y.

8mm BROWNIE LENS SET

BROWNIE MOVIE CAMERA AUXILIARY TELEPHOTO & WIDE ANGLE LENS SET WITH COMBINATION VIEWFINDER

Coated, achromatic and color corrected lenses. Screw in mounts. Telephoto magnifies 2½ times; Wide Angle gives twice normal picture area. No exposure compensation necessary. Chocolate brown finish harmonizes with camera. Viewfinder mask provides proper field of view. Jewel type box.

LIST PRICES

Complete Set as above	$32.95
Telephoto Lens only	16.50
Wide Angle Lens only	16.50
Combination Viewfinder only	1.50

Specify if for F2.7 or F1.9 Lens

If dealer can't supply write direct to Dept. LS
Mansfield Industries, Inc., 1227 Loyola Ave., Chicago 26, Ill.

4x5 COLOR PRINTS 50¢

COLOR FILM PROCESSING
Ansco, Anscochrome Ektachrome
20 Exp. 35mm Mounted, Roll.....$1.00
120, 620, Roll.....$1.00
Slide Duplicating 25c ea.

Color Prints

2¼x3¼	25c
3¼x4½	45c
5x7	1.00
8x10	2.00
11x14	5.00
16x20	12.25

Minimum Order $1.50
No C.O.D.

CANYON COLOR CO.
BOX 36536 · LOS ANGELES 36, CALIF.

5* COLOR PRINTS

BRILLIANT LIFE-LIKE . . . The BEST money can buy!

2¼ x 3¼.....5 for $1.00
3¼ x 4½.....5 for $2.00
5 x 7.....5 for $4.00

From any size transparencies.

Our improved color process gives you the best color prints possible. Guaranteed Quality!

Fast Service

Send film or write for information on complete color service

MULTI-COLOR COMPANY
P.O. Box 54, Northridge, California

Never Before At These History Making Prices IMPORTED BINOCULARS

All have coated lenses — clamped in prisms — light weight all metal bodies. Complete with case and straps.

FULLY GUARANTEED FOR 6 MOS. AGAINST MECHANICAL AND OPTICAL DEFECTS.

F-86 —8X.25 I.F.	Net	17.45
F-105—8X.30 I.F.	Net	18.25
F-15 —7X.35 I.F.	Net	19.95
F-103—7X.50 I.F.	Net	21.95
F-164—7X.50 C.F.	Net	24.45
F-117—10X.35 C.F.	Net	23.95
F-104—12X.50 I.F.	Net	32.50
F-118—16X.50 C.F.	Net	34.95

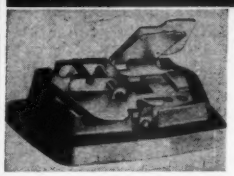
ADD 10% FED. TAX TO ABOVE PRICES

MAIL ORDERS FILLED PROMPTLY. ENCLOSE POSTAGE WITH ORDERS

LAFAYETTE RADIO Dept. MP 9
100 - 6th Avenue, New York 13, N. Y.
C.O.D.'s accepted

BRONX, N.Y. 542 E. Fordham Rd
NEWARK, N.J. 24 Central Ave.
PLAINFIELD, N.J. 139 West 2nd St.
BOSTON, MASS. 110 Federal St.

Hollywood STAINLESS STEEL Splicers



AUTOMAT only $7.95
HOT SPLICE only $14.95

(Free descriptive literature on request)

10 day money back guarantee order at your local camera store or

SCHOEN PRODUCTS
15029 S. Figueroa, GARDENA, CALIF.

Transparent MIRRORS

"See without being seen"

Photograph people unawares. From one side it's transparent as glass. From other side it's like ordinary mirror. Used by FBI to observe and photograph people unawares.

12x12" $11.00 6x6" $3.00
Add 10% postage & ins. Special Sizes on Request

PHOTOS on CLOTH!

Something New, Something Different

Print your favorite pictures on cloth, wood, paper, leather, etc. Takes only 5 minutes. Won't wash out!

CHEMICAL bottle for 400 pictures 1.98 Prepaid

WALL ST CAMERA EXCH. 80 WALL STREET NEW YORK 5, N.Y.

NEW 2¼ x 2¼ battery viewer for 35 mm or bantam slides DUO-VUE 66

- Large, clear picture
- 2-eye viewing
- Optical glass lenses
- Adaptable to 110V-A.C.

$12.50 incl. large batteries, bulb and 2 x 2 adaptor.

Perfect companion piece for Rolleicord

SEND FOR BROCHURE
MICO PHOTO PRODUCTS
110 S. Dearborn, Chicago, Ill.

8 X 10 COLOR PRINTS $2.00

All Orders Returned 1st Class

ANSCO COLOR & EKTACHROME ROLLS PROCESSED 120, 620, AND 35MM (Mfd.) $1.00. 35MM DUPLICATES, 20c EA.

NO C.O.D.'S—MINIMUM ORDER $1.00

Lo-PRICE COLOR PRINTS

2¼x3¼	30c	3x4½	50c	4x5	75c	5x7	$1.25
3 x 3	40c					8x10	$2.00

ACME COLOR PHOTO LAB.
Box 6025-M, Minneapolis, Minnesota

DEVELOPED & PRINTED

OVERSIZE IN ALBUM

8 Exp. 25¢	12 Exp. 35¢	16 Exp. 50¢
20 Exp. 65¢	36 Exp. $1.10	Reprints 3¢

QUICK SERVICE—Send for FREE MAILERS

B&W ASA 50
16mm 100' roll.....$1.85
8mm 25' dble.....85¢
Prices incl. processing

PROCESSING SERVICE
8mm 25' dble.....40¢
100' roll.....$1.00
Spools & cans returned

CREST FILM LABS Dept. D, 9 E. 167 St. Bronx 52, N. Y.

FRESH DATE 35mm RELOADS

ANSCO COLOR 535 Daylight; 534 Tungsten
20 Exp. roll $1.00 — 3 rolls $2.65
with processing 1 roll $1.70 — 3 rolls $4.95

BUY Fresh 1956 Dated KODACHROME & SAVE
K135 20 Exp. 2.75; 36 Exp. 3.95; K135 Stereo 3.70
8mm roll 2.95; 8mm mag. 3.70
16mm roll 8.30; 16mm mag. 5.65

ACE Supply Co., Box 113, Passaic, N. J.

SPECIAL OFFER STEREO FUN REALIST KODAK

TRICK-STEREO ADAPTERS for your REALIST or KODAK stereo cameras. Very versatile. Amazing results. 2-3-4-5-6 models in one scene. Bodiless exposures, etc. Make your own STEREO ILLUSIONS. Order now at only $9.00. 3D SLIDE BARS for ALL stereo and 35mm cameras @ $7.00. Special effects, close-ups, space control, etc. Order of Trick-stereo Adapter and 3D Slide Bar $15.00. Enjoy your stereos and have FUN; in or outdoors at no extra cost. Save with this ad. Free Brochure. Write

H. POWERS CO. 6411 So. Canterbury Rd. Cleveland 29, Ohio

STOP BEING CONFUSED!

FREE BOOK

New Book tells all about High Power BINOCULARS Know BEFORE you buy

Newest Precision Optics
A Million Thrills
33 Models $9.95 to $125
Guaranteed Savings
Ask for Dealer's Name

FREE TRIAL Plan

BUSHNELL *Binoculars* Dept. MP9 43 E. Green Pasadena, Calif.

FILL OUT! Mail TODAY!

How To Select BINOCULARS

NAME _____
ADDRESS _____
CITY _____ STATE _____

Cut 8/8mm and 16mm Movie Costs in HALF!

48-HOUR PROCESSING SERVICE

25' 8/8mm..$1.49	100' 16mm..$3.00	50' 16mm mag. $1.95
4 for.....$5.00	3 for.....$8.50	3 for.....$5.50

Postage extra. Orders filled same day.
ORDER NOW. SATISFACTION GUARANTEED.
Also send for FREE 52-Page Catalog!

SUPERIOR BULK FILM COMPANY
Dept. 9-MP, 442-450 No. Wells St., Chicago 10, Ill.

Enclosed find $..... for which send ASA40 film .....rolls of 8/8mm .....rolls of 16mm .....16mm magazines.

☐ Send FREE 52-page catalog of bargains.

Name .....
Address .....
City .....Zone.....State.....

FREE CATALOG

90 Pages—Largest Assortment
PHOTO FRAMES • MOUNTS • ALBUMS and MAILERS

WRITE TODAY! Fastest Service! Lowest Prices!

INTERNATIONAL SALES CO. Dept. MP
414 E. Baltimore St. • Baltimore 2, Maryland

WALLET 2¼ x 3¾ COLOR PRINTS 25c ea.

All Orders Shipped 1st Class Mail

COLOR PRINTS

3¼ x 4½	50c
4 x 5	75c
5 x 7	90c
8 x 10	2.00
11 x 14	4.50
16 x 20	12.50

COLOR PROCESSING

Anscochrome Ansco & Ektachrome
120-620 or 35mm (20 exp.) mounted 1.00 ROLL
COLOR SLIDE DUPLICATING 25c ea.

PREMIER COLOR COMPANY
Box 46176—Dept. M Los Angeles 46, Calif.

PHOTO MART...

35 mm. 20 EXPOSURES PRINTED 3¼" x 4½" **$1.00**

24-HOUR SERVICE

- Album Snapshots -

36 EXPOSURES - 35MM. FILM-FINE GRAIN
DEVELOPED AND PRINTED - 3¼" x 4½" $1.50

8 EXPOSURE ROLLS - 45¢
12 EXPOSURE ROLLS - 65¢
16 EXPOSURE ROLLS - 75¢
DEVELOPED AND PRINTED OVERSIZE

REPRINTS 5¢ EACH

Write for Mailing Bags and Latest Price Lists

GRAPHIC PHOTO SERVICE
P. O. BOX 72, WILKES-BARRE, PA.

11x14 COLOR PRINTS $4.75 ea.

COLOR FILM PROCESSING
Ansco • Anscochrome Ektachrome
35mm, 20 exp. mtd. Roll.....$1.00
120-620 Roll.....$1.00
Slide Duplicating 25¢ ea.

Color Prints
2¼ x 3¼.....25¢
3¼ x 4½.....50¢
4 x 5.....60¢
5 x 7.....85¢
8 x 10.....$1.75
16 x 20.....$12.00
Minimum Order $1.50. No C.O.D.

VALLEY COLOR LAB
Box 36538, Dept. M, Los Angeles 36, Calif.

BULK & RELOADS Not Gov't Surplus **35mm FILM** FACTORY FRESH!

EASTMAN B & W BULK PLUS X—TRI-X
Background X—Infra Red or Dupont Superior #2
27½ ft.—$1.00 100 ft.—$3.50

RELOADS
4—20 Exp. or 3—36 Exp. $1.25
EKTACHROME & ANSCO COLOR Prices on Request

ALL PRICES POSTPAID • IN CALIFORNIA ADD SALES TAX

PACIFIC COAST FILM CO. 1510 N. Sierra Bonita Hollywood 46, Calif.

TITLE SCENES
While Shooting!

Optic "SCENE-TITLER" fits 8-16 mm. lens. Just write title on special glass & aim camera at light. No guessing about scenes! Guar. Mail $4.95 to CINEMA SPECIALTIES, Dept. M, 5882 Hollywood Blvd., Hollywood 28, Calif.

FLASH CAMERA OWNERS

ENJOY STUDIO LIGHTING CONTROLS glamorous "V" spotlight effects use this exciting new QUICK SNOOT FLASH MASK for 5" & 5" parabolic reflectors two week money back trial

from $3.95 ppd

QUICK SNOOT BOX 1514 CLEVELAND, OHIO

Entertain with **MAGIC LANTERN** *Novelty* **SLIDES:**

Always use these colorful "Antique" and modern announcement slides... to add showmanship and humor to your 2 x 2 slide programs! Send 50 cents for slide shown, or write for free list to

NICKELODEON CO., Box 792M, Walla Walla, Washington

Shoot Color! Make Money!

We sell your pictures to a demanding market. Picture ideas furnished. Coaching service offered. Make $100-400 per subject. Write today!

AMERICAN CALENDAR AGENCY
210 WEST 8th ST. KANSAS CITY 6, MO.

STANRITE SUPERPOD GEARED TWO WAYS... FROM $19.95

Horizontal gear for smooth movie panning. Geared for fast elevation up-down action. Extra 90° tilt on panhead. Ball level, many new features that have never been offered on any tripod before.

WRITE FOR FREE 24 PAGE CATALOG

THE MOST AMAZING TRIPOD EVER MADE

Dept. M
TESTRITE INSTRUMENT CO., INC.
NEW YORK 3, N. Y.

STATIC master

THE TRIED AND PROVEN TOOL THAT DESTROYS SURFACE STATIC ELECTRICITY

- For cleaning slides before mounting.
- For cleaning negatives before printing.
- For cleaning Readymounts for projection.

Buy Static master at your local photographic store or order direct — sent postpaid if cash with order

$4.95 The Polonium Strip Does The Trick

NUCLEAR PRODUCTS CO.
10177 E. RUSH ST. EL MONTE CALIF.

ULTRA FINE GRAIN DEVELOPING & FINISHING

All Prints Individually Processed And Enlarged Jumbo Size By Modern Method

Ansco & Ektachrome Color Processing
Ektachrome 35mm (20 Exp.) Mtd. 1.25
Ansco & Ektachrome 120 & 620....1.00
Ansco 35mm (20 Exp.) Mtd.....1.00

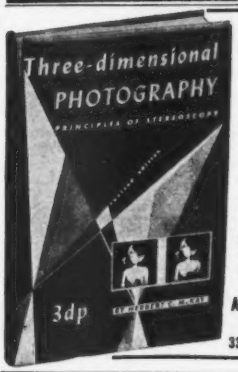
Per Roll	
8 EXP.	.45
12 "	.65
16 "	.80
35MM	
20 EXP.	1.00
36 "	1.50
Reprints 6¢ ea.	

Send Roll and Money To-day To:—
R. & G. PHOTO FINISHERS
15-15 Elmary Place Fair Lawn, N. J.

Photos on China!

ENLARGE YOUR FAVORITE PHOTOS ON CHINA. Porcelain plates sensitized with chlorobromide emulsion. Washable. Permanent. Includes Test Strip. Ideal Gift. 5" Plate $2.98 7" Plate $5.98 • 8" Plate $8.98

WALL ST. CAMERA EXCH. 30 WALL STREET NEW YORK 5, N. Y.



"a MUST for Every SERIOUS STEREO photographer!"

Says Modern's review of the bigger, revised Three Dimensional Photography, by Herbert C. McKay, one of the world's leading experts on the subject. Every phase of stereo, both movie and still, exhaustively and competently covered. $5.75 Add 3% sales tax for New York City delivery

American Photographic Book Pub. Co., Inc.
33 W. 60th St., N.Y. 23, N.Y.

Sale from famous FOTO GUIDE series

These world famous guides are the best, lowest priced booklets on the subject. They are illustrated and compact.

ALL ABOUT Architecture, Composition, Daylight-Indoors, Making Enlargements, One Lamp Only, The Second Lamp

50¢ ea. Any 3 for $1.00

AM-PHOTO, 33 W. 60th, New York 23, N. Y.

1954 INDEX NOW AVAILABLE

We have just received the new index covering issues from January, 1954, through December, of all articles published in MODERN for those issues, indexed according to subject, author and title. We do not expect them to last long. You may have one for 50 cents.

Modern Photography, 33 West 60th, New York 23, N.Y.

COMPARE... FINER COLOR PRINTS AS LOW AS 20¢!

2¼x3¼.....25¢ (only 20¢ each for any 10)
3x3.....40¢ 4x5.....50¢
5x7.....$1.00 8x10.....$2.00

Prices for prints from transparencies only. Kodacolor prints 32¢ ea. 120, 620, 35mm (20 exp.) Anscocolor, Anscochrome & Extachrome color developed—60¢. Send CASH with order. C.O.D. 20% extra.

GLAMOROUS COLOR PRINTS with MAT-TONE!
Non-glossy finish. From your transparencies.
2x: 35¢ 3x: 60¢ 4x5: 75¢
5x7: $1.50 8x10: $3.00
Money Back Guarantee on All Our Work!

COLOR KING LABS
Dept. M Box 1421 Baltimore 3, Md.

Can You Beat It?

35 mm COLOR FILM 20 exp. Cartridge..... **89¢ ea.**

Available Daylight ASA 10 or Tungsten ASA 16

GUARANTEED FRESH!

Fast Processing Extra!
Regular 35 mm 20 slides mtd.....$1.00
Stereo 15 pairs mounted.....$1.75
8 mm Spool Processing Incl.....$2.25
16 mm 100 ft. spool Proc. incl...$6.25
16 mm 50 ft. mag. Proc. incl.....$4.25

Order Now! All Prices Post-Paid — in U. S. Any Quantity! In Illinois add Sales Tax
SEND FOR FREE LITERATURE!

SOLAR CINE PRODUCTS, INC.
4247 South Kedzie • Chicago 32, Ill.

SAVE ON COLOR PICTURES WITH BLUE FILTER SHIELD

SPEAR **CLIP-ON** QUICK - DETACHABLE FLASH SHIELD

5" or 6" blue shield only for all reflectors $1.95.
SPEAR PRODUCTS COMPANY
812 Huron Rd., Cleveland 15, O.

CHILD PHOTOGRAPHY—
The Modern Way—

by Josef Schneider, one of the Country's leading child photographers. Tells and shows you in 208 pages and 275 illustrations and diagrams, all the tricks that get best pictures of little folks—tots to 'teen-agers. Gives priceless information on most effective use of flood, flash and speedlights for black and white and color. All you ever need to know to take really fine pictures of children..... **$4.95**

Add 3% sales tax for New York City delivery
American Photographic Book Pub. Co., Inc.
33 West 60th Street, New York 23, N. Y.

SALE From the Famous CAMERETTE Series

A special purchase enables us to offer these valuable and authoritative booklets:

Child Portraiture
Negative Development
Cloud Photography
How to Tone Prints
How to Judge Prints
Portraiture at Home
Miniature Camera Photography

35¢ each, or any 3 for $1.00

American Photographic Book Publishing Co., Inc.
33 West 60th, New York 23, N. Y.

PHOTOGRAPHY OUTDOORS Here's one richly illustrated book that gives you detailed information on how to take beautiful landscapes, marines and snow scenes—clouds, tree patterns, wild life, flowers—how to get best result with filters. A wealth of "know-how" for the outdoorsman. From your dealer or direct—$3.50.

AMERICAN PHOTOGRAPHIC BOOK PUB. CO., INC.
33 West 60th Street New York 23, N. Y.

Classified Ads . . .

Classified Want Ads may be inserted in MODERN PHOTOGRAPHY by any reliable individual, camera dealer, or specialty house. To avoid chance of error, submit copy typed. Terms: 50¢ a word. Each word, including each item in the address, counts as one word. Send cash with order. 5% discount for 6 consecutive insertions. Forms close on the 25th of each month.

cameras, equipment for sale

CHICAGO'S LARGEST CAMERA TRADING CENTER—Cameras, lenses, accessories—purchased, sold, traded—by mail, new or used! OPEN EVENINGS for Chicago visitors! CHROMOPTICS, 943 N. State, Chicago 10.

DISCOUNTS 20% to 50%—Cameras, projectors, tape recorders, lenses. Write for individual quotations, no catalogs. Classified Camera A, 2375 East 65 St., Brooklyn 34, N. Y.

CANADIANS send for bargain list, new & used equipment. Simon's Camera Exchange, 11 Craig West, Montreal, Canada.

IMPORTANT! See Imperial's ad in Movie Films section.

SENSATIONAL discounts! Cameras, projectors, lenses, accessories. Jesse Sanchez, 323 Dahill Road, Brooklyn 18, N. Y.

FREE gift with $5 order. 20%-40% discount. Cameras—Foto Equipment. Specialization Name Brands. Write EDAN FOTO SUPPLY-M, 1580 40th Street, Brooklyn, N. Y.

camera repairs

Foreign cameras: Six years with the inventor of the Contax (Zeiss) assure you 100% repairs on all foreign and domestic cameras. Internal synchronization installed on Contax, Leica, Rollei, Ikonta, etc. All work guaranteed and conscientiously done. Strauss, Photo-Technical Service, 930 "F" Street, N. W., Washington, D. C.

SPECIALISTS in Foreign and Domestic camera repairs. Lens polishing, re-cementing, re-focusing. Bellows installed. Rangefinders repaired, sync. Repairs guaranteed up to one year. Chicago Camera Specialists, 17 N. State St., Chicago 2, Illinois.

Camera repairs on still & movie cameras. Internal Synch. Factory parts. Bellows made to order. Our Background of 40 years is your guarantee. C. T. Moyse & Son, 108 Fulton St., N. Y. C.

Neoprene coated curtains installed in Canon, Exakta, Foth, Korelle, Leica, Primarflex, Nicca, Nikon. B & V Camera Repair Service, 21 E. Van Buren St., Chicago 5, Ill.

CANON CAMERAS—Complete service, all models. Work guaranteed. Send camera for free estimate. International Camera Corp., 847 W. Adams, Chicago 7, Illinois.

EFFICIENT — FAST — INEXPENSIVE SERVICE on all Cameras, Movie Cameras, Binoculars. Free estimate. MODERN TECHNICAL SUPPLY, Dept. MPH, 55 West 42nd St., New York 36, N. Y.

wanted to buy

LENSES. Aerial Cameras, Gun Cameras (GSAP), Motion Picture Cameras, Still Cameras. Cash airmailed immediately for these and Aerial Lenses, including 6" Metrogon, 7" aeroektars, 20" and 40" Bausch and Lomb. Gordon Enterprises, 5362 N. Cahuenga, North Hollywood, California.

IMMEDIATE AIRMAIL PAYMENTS—Chicago's Largest Camera Trading Center offers TOP PRICES for Cameras, Lenses, Accessories in excellent condition! CHROMOPTICS, 943 N. State, Chicago 10.

Leica cameras, lenses, accessories, URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Nikon cameras, lenses, accessories, URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Bolex and Bell-Howell cameras URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Rolleiflex cameras, accessories, URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Exakta cameras, lenses, accessories, URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Linhof cameras URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Retina II-a cameras URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Pacemaker Graphics URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Sell what you have, fast, thru an ad in these columns! Over 200,000 ready-and-able-to-buy camera fans read these pages closely, for bargains and hard to get merchandise. Prove it to yourself with a test ad in the next issue.

Contax cameras, lenses, accessories, URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Contaflex cameras URGENTLY NEEDED, cash via airmail. Altman's, 64 E. Monroe, Chicago 3, Ill.

Hasselblad cameras, lenses, accessories, URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

Canon cameras, lenses, accessories, URGENTLY NEEDED, cash via airmail, Altman's, 64 E. Monroe, Chicago 3, Ill.

HIGHEST PRICES PAID for Leica, Contax, Rolleis, Reflex, Movie Cameras, Projectors. Ace Camera Exchange, 136 East 58th Street, New York MP-22, N. Y.

color photo finishing

EKTACHROME—35MM Processed-Mounted $1.00. Professional Quality. National Color Corporation, Box 55, North Side Br., Atlanta 5, Georgia.

Ektachrome, Anscochrome carefully processed, 35mm—$1.25, 620—$1.00, 4x5—45c. Kenmore Color, Box 93, Kenmore, N. Y.

photo finishing

35mm—36 exposures developed and enlarged 3¼ x 4½—$1.10; 8-exposure roll jumbo size—35c, 12—50c. Flash-Foto, Box 36E, Brooklyn 4, N. Y.

No NEGATIVE? Send $1.00 for new negative and two 5x7 enlargements, from picture, transparency, colorslides, colorprint, polaroid, stereoframes. Your pictures converted into highest quality black and white and color projectionslides. Direct Positive film delivered and reversed Developed. Curiophoto, 1187 Jerome Ave., New York 52, N. Y.

ENLARGEMENTS, PROFESSIONAL QUALITY, individual attention given to all orders. Doubleweight Glossy, Semi-matte, Silk, Matte. 5x7, 30c; 8x10, 40c; 11x14, 80c; 16x20, $2.00. Fine-grain negative from photo, 60c. Complete service available. Minimum order, $1.00. Bristol Laboratories, 155 School Street, Bristol, Conn.

PHOTOMURALS from negatives, prints, transparencies. 20"x24", $3.00; 20"x30", $3.50; 20"x40", $4.00; 30"x40", $4.75; 40"x60", $9.00; 48"x72", $12.00. Mural-grain copy negatives, $1.00 additional. Forward orders for larger size murals, mural mounting, sepia murals on estimate basis. Muralcraft Murals, 157 School Street, Bristol, Conn.

NATURAL FULL COLOR MURALS from transparencies, b&w negatives or prints. Satisfaction Guaranteed. 20"x24", $15.00; 20"x30", $17.50; 30"x40", $25.00; 40"x60", $35.00. Colorcraft Murals, 157 School Street, Bristol, Conn.

RESTORE old, cracked, faded photographs. Free estimate. Photocraft Restorations, 155 School Street, Bristol, Conn.

Roll film fine grain developed and enlarged to 5x7. $1.25 per roll. 35mm—$2.25. 36 exposure roll $3.50. Confidential. Wilson's, 3607 N. E. Liberty, Portland, Oregon.

photo supplies

ALBUMS! Wedding, Baby, Photographer and customer's names in gold. FREE catalog! Crestwood, 3601 West 71st, Kansas City, Missouri.

PHOTO FOLDERS, easels. Send $2.00 large assortment (refundable). WEDDING ALBUMS, Wholesale price lists. Robin Mounts, 262 W. 22nd St., New York.

movies, movie film

5,000 NEW—USED 8-16mm Silent—Sound Films. International-D, 2120 Strauss, Brooklyn 12.

HUNDREDS of Subjects! Travels, Comedies, Adventure, Musicals, Etc. Best Movie Headquarters of ALL! Catalogs 15c. Turke Films, 423 S. Lincoln, Hinsdale 2, Ill.

SAVE 50%! Guaranteed-fresh color, b&w movie film! 8mm, 16mm. Free catalog! ESO-G, 47th Holly, Kansas City 12, Missouri.

Free Catalog—8-16 MM Film Now available Best Rite Sales Co., PO Box 357, Times Square Station, New York 36, N. Y.

8MM OUTSTANDING Kodachrome library. Free listings and projection sample; $1.00. Film Wizard, Hollywood 38, California.

Free Circulars—Listing our B & W roll movie films, chemicals, developing sets and bulk films. Fromaders, Box 637-G, Davenport, Iowa.

Free catalog. New 8 & 16mm film releases now available. Box 14, Midtown Station, N. Y. 18, N. Y.

RUSH to get in on IMPERIAL'S GIANT SUMMER SALE! Unmatched bargains on 8mm, 16mm, silent and sound films—movie and still equipment. FREE GIANT 1955 CATALOG AND SPECIAL SALE BULLETIN. Don't miss this opportunity! Imperial Enterprise, Inc., 34 Park Row, Dept. M, New York 38, N. Y. (See next page for other ad under Movies.)

FREE! BLACKHAWK'S big sale catalog new and used 16mm., 8mm. films; 2"x2" color slides; used 16mm. sound projectors. Biggest stock in USA. Blackhawk Films, 1204 Eastin, Davenport, Iowa.

movie titles

"SURPRISE" assortment 8-MM colorful titles, $1. Postpaid. Guaranteed. LeMoine Films, Nevada, Mo.

color slides

Miami, Havana, Bahamas, Color Slides $2.50 per dozen. Free catalog. JACKSON'S CAMERA STORE, 60 West Flagler Street, Miami, Florida.

SLIDES OF THE EAST. White Mountains, Plymouth, Lexington, Cape Cod, Niagara, Ausable Chasm, Santa's Workshop, Quebec, Gaspe, Bermuda. Fall Foliage, many others. On approval at new low price. Send for catalog beautiful 2 x 2 and stereo kodachromes by Henry Cobb Shaw, 8-2 Bosworth St., Boston 8, Mass.

130,000 SLIDES in stock insures quick delivery. Production by Captain Arps, U. S. Navy, retired, insures satisfaction. Description of scene on each slide makes constant reference to catalog unnecessary. Send 6c (stamps) for new 48 page catalog United States, Canada, Mexico. If interested in other foreign countries, mention countries and add 3c, as these are separate lists. Worldwide coverage. RoLoc, Box 1715, Washington 13, D. C.

BEAUTIFUL COLOR SLIDES 10c each. Send dime for sample and latest issue "Slide News". SLIDE SUPPLY, Box 1031, Canton, Ohio.

20 Beautiful colored slides $1.00. Sample, catalog 20c. Over twenty million sold! Sanford Company, Perry, Ohio. (Established 1941.)

ANTIQUE AUTOMOBILE Color Slides, 2x2. Illustrated catalog FREE. Universal Slide Co., Box 779T, Beverly Hills, Calif.

"Alaska Big Game" in color. Closeups of live game and all Alaska subjects. Free catalog, over 400 2x2 slides. Special—12 game slides, airmail, $5.00. Northern Color Film Co., Box 12, Cooper Landing, Alaska.

COLOR SLIDES Domestic and Foreign largest selection, write for catalogue and FREE SAMPLE SLIDES, Gardena, California.

Detroit, Mackinac Island, Soo Locks, Okefenokee Swamp, Cypress Gardens. Color slides in sets 8 for $1.95. Free catalog. Hiawatha Card, Ypsilanti, Mich.

Four beautiful stereo or 2x2's, Catalog. $1.00. J. DuBois, 5880 Hollywood, Hollywood 28, Calif.

FLORIDA, NASSAU. Samples 30c. H-G FOTOS, 1205 Southwest 35th Avenue, Miami, Florida.

Niagara Falls—Twenty Day and Night scenes $2.00. EDDINGS. Corning R3, N. Y.

ANTIQUE Automobiles, Six $2.00. Famous PAINTINGS, 25c. Royalpix AP, Front Royal, Va.

COLORSLIDES, Travel, nature, etc. Free list. Sample 30c. Kelly M. Choda, P. O. Box 588, Stanford, California.

MESTON'S TRAVELS brings you the finest color slides available anywhere. We cover the world. Sets of four only 98c, FREE LIST. MESTON'S TRAVELS, Dept. MP-3, El Paso, Texas.

SPECIAL COLOR SLIDE TITLES—Our Slide Album, Intermission, The End. Send $1.00 for set. Ppd. from: Color Photography, 506 Va. Ave., Savannah, Ga.

DIRECT FROM AUSTRALIA—UNIQUE professional gems, exquisite color. Twelve Kodachrome slides, 35mm (2" x 2"), in each set: "Sydney", "Melbourne", "Flora, Fauna", "Blue Mountains, Jenolan Caves". $6.00 each set, $22.00 the lot. Leo C. Ferrari (Reg'd), 61 Maple Avenue, Quebec, P.Q., Canada.

ORIGINALS only—why buy off-color duplicates? Key West scenes 35c, 10 for $3.00. Vette, Box 572, Key West, Florida.

CHROMASLIDES—an outstanding collection of scenic America in brilliant color. Catalog and SAMPLE, 10c. CHROMASLIDES, M-559, Box 325, Alexandria, Virginia.

You develop 120-$3, 35mm-$4. Sample prints, color slides, details, $2. Gift with order $5 or more. Be admitted. Photographer's ID-pass card and decal, $1.

Color Slides—Vanishing America and scenic New England—Free list. Weldon Color Slides, Monson, Mass.

HAWAII 1955 VOLCANO ERUPTION KODACHROMES Eastman duplicated, 6 (2x2) air mailed $3.00. ALOHA SLIDES, Box 213, Lihue, Kauai, Hawaii.

photos, b & w slides

2x2 SLIDES from any size negative. Mounted. 15c each. Miller Slide Service, Holdrege, Neb.

TRANPARENCIES; 35mm mounted 7c. Optical reductions mounted 13c. Kirwin Slidefilm Laboratory, Crystal Lake 1, Illinois.

2x2 B&W MOUNTED slides, From Any Size Negative, 15c. Slide Service, Box 123, Fredonia, Kansas.

B&W SLIDES from your negatives, any size—amateur, medical, industrial. 24-hour service. Write Thirty-five Slides, Green Mt. Falls, Colo.

COLORSLIDES from your own kodacolor-prints. 50c. Curiophoto, 1187 Jerome Ave., New York 52.

2 x 2 Slides from any size negative. Mounted 15c each. Western Slide Service, 7104 S.E. Woodward St., Portland 6, Oregon.

SAN FRANCISCO! 10 Fabulous Photographs, Beautiful Salon Originals created by Famed California Photographer! $1.00. Western Pictorial Guild, 3575 Sacramento Street, San Francisco 18, California.

stereo photography

ILOCA STEREO Camera Owners—Model I (30 x 24mm). Valuable free information and gift. Send postcard today. Busch Camera Corp., 847 W. Adams, Chicago 7.

STEREO, KODACHROME ORIGINALS of scenic HAWAII. Duplicates of latest sensational volcanic eruption. Free listing. Hawaiian Stereos, P. O. Box 2874, Honolulu, Hawaii.

schools and instructions

CAMERA REPAIRMEN greatly needed! You can learn manufacturers' service methods at home, in your spare time! FREE, big illustrated book tells how! Write today, NATIONAL CAMERA REPAIR SCHOOL, Dept. G-9, Englewood, Colo.

PHOTOGRAPHY FOR PLEASURE or profit. Learn at home. Practical basic training. Long established school. Free booklet. American School of Photography, 835 Diversey Parkway, Dept. 2123, Chicago 14.

Oil coloring photographs can be a fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 835 Diversey Parkway, Dept. 1116, Chicago 14.

oil coloring

Oil coloring photographs can be a fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 835 Diversey Parkway, Dept. 111C, Chicago 14.

hypnotism

FREE Illustrated Hypnotism, Self Hypnosis, Catalogue. Write: Hypnotist, 1324 Wilshire, Hollywood 17MP, California.

exposure meter repairs

EXPOSURE METER REPAIRS conscientiously done. Speedy Service. Strauss Photo-Technical Service, 930 "F" Street, N.W., Washington 4, D. C.

clinics

LATEST METHODS treating Piles, Fistula, Colon-Stomach disorders. Write for free book. McCleary Clinic and Hospital, E-144, Excelsior Springs, Mo.

stamps

FREE! Large NEW profusely illustrated catalog of United States postage issues complete; 64-page, four-color Stamp Collectors' Guide; other unusual offers. Write today! Harrisco, 1038 Transit Bldg., Boston 17, Mass.

business opportunities

$200 weekly cleaning Venetian Blinds. Free book. Burtt, 2434AG, Wichita 13, Kansas.

Envelopes addressed accurately, reasonably. Fast service. We have capable addressers in your city. GLENWAY SYSTEM, 5713 Euclid, Cleveland 3, Ohio.

Got a camera? Earn $50 every Saturday. Free details. A. Warco's, 2689X Coolidge, Oakland 1, California.

MONEY with your 8MM camera? Highly profitable. No overhead. Details free. Film Wizard, Hollywood 38, California.

EARN extra money with Stereo. Weekends or full time. Write NOW. E. Jacobs, 682 Cecil, Louisville, Ky.

Salesmen calling on photo dealers and Department Stores to sell Plastic Camera Gadget Bags as sideline. Commission basis. Box M. Modern Photography, 33 West 60th St., New York 23, N. Y.

$70 weekly guaranteed—home, spare time. Simplified mail bookkeeping. Immediate income—easy! Auditax, 34757AFR, Los Angeles 34.

miscellaneous

WE EXPOSE, you develop. 120 film. Not copies. One roll $3.00, two rolls $5.00. Diamond, 716 Wilshire Blvd., Santa Monica, California.

Got a camera? Earn $50 every Saturday. Free details. A. Warco's, 2689Y Coolidge, Oakland 1, California.

B. C. M. Dupre, 3, Bloomsbury St., London, England, offers connoisseur's collection, $1.00.

BIZARRE Book Service, 40 East 23rd Street, New York 10, N. Y. Dept. 115. Specialists in Out-Of-Print books. Collectors; write, indicate title, author or subjects desired. Send self-addressed, stamped envelope for reply.

ENLARGEMENTS—portrait paper—six 5x7 1.00; Four 8x10 1.00—Send Negative. Brownell Studio, 1124 Harvard, Siloam Springs, Ark.

FREE LANCERS! Sell your photos to the huge house organ field. 3,000 company publications buy! Payment from $10 to $100 for single photo-and-captions. Free information. Gebbie Press Photos, 19 E. 48, N. Y. C. 17.

LEOTARDS, Bikinis, costumes. Send $1.00 for actual photos. Stan Stanton, Liberty 1, New York.

Also YOU must possess the wonderful photo-guide ALL ABOUT TAKING PRETTY GIRLS. Price $1. Order today from BONDESEN, Hesselogade 48, Copenhagen, Denmark.

A NATIONAL MARKETING SERVICE for all photographers. Mar-Ser places your photos in the photographic markets. All photographs acceptable. Service only cost $1.00 per photo. Mar-Ser, Box 1334, Melbourne, Florida.

Develop Mak-Ser's interesting exposure film. Own original negative. One Roll $2.00. Three rolls $5.00, MAK-SER, Box 1334, Melbourne, Florida.

ATTN: SHUTTERBUGS! Big Selection: Bikinis, Swim Suits, Pin-Up Costumes, Acces., Portrait Drapes, etc. Finest Quality. New Pictorial Catalog $1.00* (*applies on merchandise). Maureen of Hollywood, 128 S. Alvarado, Dept. 5, Los Angeles 57, Calif.

FREE LANCERS! AMATEUR PHOTOGRAPHERS! Sports magazine needs current and unusual sports photos with captions. 5 x 7 series ok. $2.00 each on acceptance. P. O. Box 2827, Denver, Colorado.

BOOKS ON
Underwater Photography

108 UNDERWATER PHOTOGRAPHY

by Schenk and Kendall. A complete and practical guide for this fascinating new sport. Discusses optics, exposure, camera construction, etc. Tells you how to record the thrills of underwater experience. Indexed and illustrated. $3.00

2 UNDERWATER PHOTOGRAPHY AND TELEVISION

by E. R. Cross. A professional handbook of equipment and techniques by one of the world's foremost underwater photographers, profusely illustrated with photographs and drawings. $6.00

623 GUIDE TO UNDERWATER PHOTOGRAPHY *by Rebikoff and Cherney.* Two renowned authorities describe available equipment, differences between on land and in water conditions, and how to see as well as take pictures underwater. $1.95

Special offer: $10.00 for all three

Write for free photo book catalog

(in Canada: Visual Equipment Co. 5635 Clanranald Ave., Montreal, Quebec)

Amphoto, 33 W. 60th New York 23, N. Y.

(Add 3% sales tax for New York City delivery)

A MANUAL OF
AIRBRUSH TECHNIQUE

The alert photographer who will take the time to study the use of the airbrush and master the technique of handling it can turn this knowledge to real value in delivering work of higher caliber than any competitor. The versatility of the airbrush, with instructions of Tobias to follow, will enable anyone with artistic bent to master the instrument. You learn the rudiments of art, how to lay tints, make lines, do photographic retouching and coloring. 176 pages, illustrated, 6x9, cloth bound. $3.50. Rush your order to

American Photographic Book Pub. Co. Inc.

33 W. 60th St. New York 23, N. Y.

(Add 3% sales tax for New York City delivery)

Model Release Forms
REQUIRED BY MOST EDITORS
25¢ for a pad of 25
Limit 4 pads to each.
No stamps, please
Modern Photography, 33 W. 60th St., N.Y. 23, N.Y.

ARE YOU GOING TO MEXICO?

Then be sure to take with you a copy of "Photographing Mexico," by Cecil B. Atwater, veteran traveler, noted photographer, and regular visitor to that delightful country for many years. Spots missed by the average tourist are covered in this unique book you need to make your trip a success. Send $3.50 to (add 3% sales tax for N. Y. C. delivery)

AMERICAN PHOTOGRAPHIC BOOK PUB. CO. INC.

33 W. 60th St. New York 23, N. Y.

With your eyes shut tight
you can get the Correct Reading
for Perfect Exposure!

THE NEW MODEL BERTRAM

BEWI AUTOMAT "A"

AUTOMATIC EXPOSURE METER

Featuring the Amazing and Exclusive
"AUTOMATIC CALCULATOR"
for Quick, Easy,
Automatically Correct Readings!

JUST 2 SIMPLE STEPS:

1. **Press Button — hold a second.**
2. **Release — and get Correct Reading.**

Just about the most beautiful meter on the market — and extremely fascinating in operation. You have to see it to appreciate it. Priced at only 29.50, complete with Incident Light Attachment, Neck cord and Plastic Dustproof Box. Special Leather Case, $2.95.

This is the automatic age — and the new BEWI AUTOMAT "A" is the only meter with an automatic edge over all other meters. The "automatic calculator" automatically sets the shutter scale speed to the corresponding diaphragm scale so that exposure time and stop can be read off directly and immediately. No scales, no needles, no tables, no calculations. The BEWI AUTOMAT "A" gives correct lens openings and speeds for all shutters, including the new Compur Light Value shutters. For use with all cameras, all films, all ratings. Direct readings for both reflected and incident light; lens openings, f/1.5 to f/22; speeds 1/1000th to 4 minutes.

WILLOUGHBYS

110 West 32nd Street • 113 West 31st Street • New York 1, N. Y. • LOngacre 4-1600

argus C-4 $84.50

Flash $7.50 Case $7.50

For those who want the ultimate in fine American 35mm cameras, here is a masterpiece of precision. A super-fast f:2.8 Cintar lens gives sharp detail, even in dim light. A lens-coupled rangefinder-viewfinder lets you focus and compose simultaneously. Super-accurate shutter (speeds up to 1/300 second) is the perfect complement to the critically sharp lens. Film wind is coupled to the shutter to prevent double exposures. Color-matic settings, built-in flash.

argus makes wonderful pictures wonderfully easy to take !

If you believe, as we do, that 35mm. photography should be all fun and no fussing, then an Argus Camera is made for you! Getting exceptional pictures in color or black-and-white just couldn't be easier. Every working part of an Argus 35mm Camera is expressly designed to make your picture-taking fun a breeze. (Color-matic settings, for example.) Why not let your Argus dealer put one of these fine cameras into your hands for a demonstration. Then prove to yourself that wonderful pictures are wonderfully easy to take—with an Argus!

argus C-3 *Camera, case and flash...only* $66.50

The world's most popular 35mm camera. Offers all these luxury features: a color-corrected f:3.5 Cintar lens; a gear controlled shutter with speeds up to 1/300 second; a lens-coupled rangefinder; Color-matic settings; plug-in flash. *Wide angle and telephoto lenses shown—$49.50 each.*

$66.50

with carrying case and one magazine

argus automatic projector

This new 300-watt projector shows, changes, stores your slides automatically! Self-storing magazines hold 36 color slides; individual metal frames keep them sorted and indexed. Push-pull handle positions each slide for viewing. Slides are protected by blower cooling.

Copyright 1955, Argus Cameras, Inc., Ann Arbor, Michigan. Prices include Federal Excise Tax where applicable, and subject to change without notice.

Now there are three Signets!

We gave the name "Signet" to our famous Kodak Signet 35 Camera. And now we've given it to two brilliant new projectors, the Kodaslide Signet 500 and 300. For they go hand in hand, these three . . . for the finest in color transparencies and in 2 x 2 slide projection.

Take the camera. Money cannot buy a finer lens. It's a Kodak Ektar *f*/3.5. And, to make sure you get full value from its sharpness and color correction, we put it in a smooth, *ball-bearing* mount, and add an exceptionally precise rangefinder with which to focus it—as close as two feet, lens to subject!

And the projectors. They give you power where it counts—*on the screen.* With the Kodaslide Signet 500 Projector you can even leave some of the room lights on. And the special impeller-type blower operates at a mere whisper.

If you're a photographer who makes no compromise with quality, bring the Signets into your work. Let your Kodak dealer show you transparencies made with a Kodak Signet 35—and screen pictures with a Kodaslide Signet Projector. Then you'll see.

Prices include Federal Tax and are subject to change without notice.

Kodak
TRADE-MARK

Kodak Signet 35 Camera—Kodak Ektar *f*/3.5 Lens, *Lumenized.* Coupled, combined rangefinder and viewfinder. Kodak Synchro 300 Shutter. Ball-bearing lens mount, double-exposure prevention, automatic film stop and film count. New low price, $75.

Kodaslide Signet 500 Projector—Close-coupled *Lumenized* condenser system. Snap-action slide feed. Automatic slide stacking. Accepts Airequipt Changer. Slide recall lever. 500-watt bulb. With *f*/3.5 lens, $72.50; with *f*/2.8 lens, $79.50. **Kodaslide Signet 300 Projector** with 300-watt bulb and *f*/3.5 lens, $59.50.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.